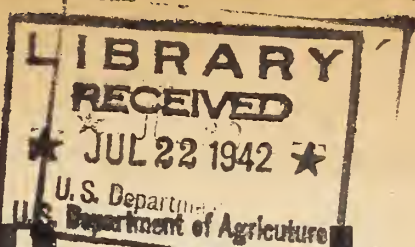


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Radio Round-up on food...

Washington, D. C.

July 10, 1942

(For Broadcasters of Women's Interests)

SYRACUSE N.Y. HOMEMAKERS ORGANIZE FOOD PROGRAM

"Food is a weapon of war!" An interesting community demonstration (which may become nation-wide) in management of food is being carried out by Syracuse homemakers. "Block leaders" or "food wardens" similar to air wardens, were appointed throughout city. These women cooperate with AMA in pushing use of plentiful foods, thus taking load off those foods needed to ship to military forces and allies. Block leaders visit every homemaker in their sectors and explain plan to them. Briefly, here is message they bring: "You (homemaker) have a vital job to do. Your sons, brothers and husbands depend on you for food--so do fighting allies--and starved victims of conquered countries--as does your own family. We have enough food--if supply is well managed. That's your job. You are the quartermaster. The war is in your kitchen. Your Government is cooperating in informing you of country's food supplies; in rationing scarce foods, in telling you how to best use available foods to build good health." Cooperation is entirely voluntary on part of Syracuse homemakers. More news of this demonstration later. Cheese, evaporated milk and enriched flour are being pushed

at present time. We have abundant supplies. To aid in Syracuse movement, Bureau of Home Economics has supplied recipes for cheese dishes. You may offer free copies of "Cheese Recipes from USDA" on one broadcast. Tell homemakers to write to Agricultural Marketing Administration, USDA, Washington, D.C., direct or send requests from your station to us.

JUST REMINDING YOU

Two nation-wide Victory Food Specials have been designated beginning July 16. Broilers and fryers from July 16 to 25, and peaches from July 16 to August 5. AMA has prepared special material for broadcasting on these specials. You'll get it.

CURRENTLY SPEAKING --

Did you see in July "Consumers' Guide"--?

"A PEACH of a Report." IT'S a Victory Food Special for July 16-August 5. (p.2)

"One Million Paul Reveres."-- 1775 to 1942 is a long stretch, but here they are. (p.4)

"Your Money Now Must Work Overtime." (p.6)

Those clever cartoons of Mrs. Heckler and Mrs. Jones. (pp. 8-9)

"Style Trends-a la Washington." (p.10)

"Howya Feet, Buddy?" (p.12) THAT'S ALL!

From the Agricultural Marketing Administration
U.S. Department of Agriculture

FOOD SITUATION HIGHLIGHTS

Here are highlights of a summary of present food situation by Roy Hendrickson, Administration of AMA -- Vital points to tell homemakers about.

Production goals in agriculture for 1942 are traveling a broad, well-marked road but obstacles have appeared on map. Transportation is most serious. Ship losses and tire shortage are bottlenecks. When tires wear out, motor trucks are through. Heavy burden is on railroads, already absorbing freight due to ships lost. This may mean rationing of nonessentials so railroads can haul more war materials and food supplies. Shortage of container materials--particularly tin and burlap--is changing packaging. Dehydration of foods, due to ship shortage and packaging is big development of war. Fruits, vegetables, dairy and poultry products, and now meats are being dehydrated. More women and youth will be used on farm labor; also, intensive use of farm machinery. Drain of manpower is increasing. Conservation of foods that can be canned or otherwise preserved for shipping abroad is necessary; nation-wide use of abundant seasonal fresh foods advocated--thus birth of Victory Food Specials. AMA is promoting a national marketing system to aid growers and consumers and eliminate waste. Federal grading of foods, setting standards of quality, is also designed to eliminate waste. Grading still imperfect but work to improve standards is being done. In summarizing United Nations' need for food, Hendrickson quoted Lend-Lease purchases for period March 15, 1941 to June 1, 1942. Meat products totaled \$405 million; dairy and egg products \$459 million; vegetables, \$35 million; fruits, \$50 million; fish, \$24 million; miscellaneous foods and grain each went into the \$30 million mark--and other items, including vitamins, cotton, corn, rosin, tobacco, and wheat ran well over a billion and a quarter dollars. This gives some idea of national food problem.

THE VACATION CORPS

Report on Conference for Safeguarding Young Workers in Wartime Agriculture (held in Washington June 18 and 19) not yet available, but here's news! This summer there isn't going to be any vacation for millions of Americans--for soldiers and sailors--for flyers and marines--for workmen in factories--for farmers on farms. America has a war to win. "There's an army that needs you," is the appeal to young Americans out of school and college for the summer. This army of fighters doesn't have a uniform--nor any medals to win. There won't be any flags flying--but the battle is on. Soldiers need food. USDA goals set for 1942 are 125 billion pounds of milk--4 billion 200 million dozen eggs--83 million pigs--95 million acres of corn! This is a big production job and American women, boys and girls must help to do the job. While we're waiting on report of Washington Conference recommendations for young workers, you can keep enthusiasm alive by telling youth how badly their labor is needed. Farmers must be prepared to cooperate with inexperienced labor this summer and youth must prepare to do its share of work on the farm. "Enlist in the vacation corps" is title of leaflet telling about the job to be done. Your listeners may have free copies by writing USDA, Washington, D. C., or send their requests to us direct from your station. Enough free copies available for only one broadcast.

1942 U.S. FIGHTER VERSUS WORLD WAR NO. 1

Recent figures show that average sailor eats more than average soldier. Thus: a sailor consumes 1985 pounds of food a year; a soldier 1844 pounds, and a civilian 1446. The American soldier of today is taller and heavier than doughboy of 1917. War Department figures show the present soldier is 68.19 inches tall and weighs 151.3 lbs., whereas World War #1 soldier was 67.49 inches in height and weighed 141.5 lbs. Army diets of today, most nutritious in history emphasize generous portions of meat. (See Butchers' Advocate, June 3.)

MEAT NEEDED BY MILITARY MEN

Total U.S. meat production for 1942 is expected to be the largest on record--the goal for 1942 of about 21.7 billion pounds may be reached. (Set after invasion of Pearl Harbor.) June pig report marked a major victory with a 25 percent increase of about 2 billion pounds more pork and lard in 1943 than in 1942. Pork and lard are two important foods to United Nations--these figures are bad news to the Axis. Cattle situation also good and on basis of first 4 months in 1942, goal established may be reached. Fairly certain that year's total output of beef and veal will be considerably greater than in 1941. Cattle sent to market in 1942 will probably be up 8 to 10 percent. Lamb and mutton, which constitute 5 or 6 percent of our total meat supply, indicate only slight changes from 1942. In spite of all-time high pig production and large supplies of other meats, consumers must recognize that our fighting men and allies need large amounts of meat. Exact estimates for Lend-Lease are not available, but requests will be large. So far pork has been most used, so there will probably be less pork for domestic consumers in 1942. Lend-Lease purchases for beef and veal so far have been only for small amounts. Total amount of beef and veal for civilian and military forces will be much the largest on record. Indications are that in spite of 2 billion pounds increase of total meat supply over 1941 (and much the largest annual total on record) that civilian supply of meat will be reduced--but per capita supply will be at least as large as 1931-40 average.

1942 CANNED FRUITS TO BE HIGHER

OPA's recent ruling that ceiling prices for the 1942 pack of canned fruits would be increased all along the line--from canner to consumer--means homemakers may expect soon to pay higher prices for canned fruits and berries. There is no increase on 1941 canned fruits now on shelves--but stocks are low. The lifting of the price ceiling was announced after OPA efforts to hold down retail prices failed. Increased labor and transportation costs, both to growers and canners, plus higher prices for canning materials are held responsible. It was impossible for growers to market fruits at present prices. No new ceiling prices available yet. OPA is now working out details of formula for canners

to compute new prices on these foods but ceiling prices will not be established until canner has purchased 75 percent or more of his 1942 raw material requirements. More news on this later.

WHAT -- NO ICE CREAM?

British will get no manufactured ice cream after September 5. British Food Ministry ban will free 1500 ice cream makers for work in war factories; will save quantities of fats, sugar and wrapping paper; also transport and refrigerated space. Restrictions recommended for U.S. ice cream industry by WPB are voluntary on part of manufacturers to cut inventories, to save paperboard and to simplify distribution. Briefly, restrictions mean only 2 grades of cream; not more than 10 flavors per grade, and less packaging. Probably fewer exotic flavors and combinations will be made; instead makers will stick to familiar types like strawberry, vanilla, etc. Because chocolate supplies are reduced to about 60% of last years production chocolate flavors may be cut some what. Makers may pick 10 flavors in bulk cream and 10 single or combination flavors in package ice cream; limit of 5 novelties, different in type or flavor; probably only pint and quart size packages for consumers, WPB to recommend designs; paper cans of 5-gallon size for dealers' use, as far as possible. Ice cream makers more concerned with sugar quota of 80 percent of last year's supply used. This is not serious since 1941 production was up 18 percent over 1940. Makers like reference "Balance Wheel" of dairy industry, since 68 percent of total annual ice cream production and consumption is from April to September, period of heaviest milk production. In last war ice cream was classified "an essential foodstuff;" no sugar quota placed on it. Industry points to food value--heavy vitamin and mineral content; also contends fruit and nut growers will suffer if ice cream market is cut off. Industry is biggest single consumer of peaches, strawberries, raspberries, pecans and almonds. Last year U.S. consumed 370 million gallons--or better than 9 quarts for every man, woman and child. In last war Army got its ice cream chiefly at post exchanges--now ice cream is included several times a month on menus.

If you comment on national scene you will be interested in Secretary Wickard's address at opening of the Second Inter-American Conference of Agriculture at Mexico City, July 6-16. Secretary Wickard headed official U.S. delegation of 12 members, 5 representing USDA. Meeting is being held at invitation of Mexico in cooperation with Pan-American Union, State and Agricultural Departments, and the Coordinator of Inter-American Affairs. War and post-war problems will be considered. Secretary Wickard spoke of the challenge to Western Hemisphere nations' way of living, by changing war conditions, and of their future in world setup. He stressed the dependence of agriculture for "a future of progress and economic well-being" for peoples of both continents. A very vital speech on cooperation of the Americas from two standpoints: (1) How to assure and hasten victory; (2) how to best plan for post-war agricultural economy aimed at better living standards in every country and healthy trade relationships. Broadcasters may write USDA, Washington, D.C. if you want a copy of his address.

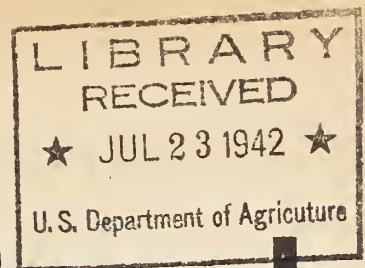
BRITAIN TO BUY TEA FOR UNITED NATIONS

To stabilize world tea market disrupted by war, agreement has been reached for British Ministry of Food to buy tea for all of the United Nations. Tea to be purchased in India, Ceylon, and East Africa, and allocated by Committee with headquarters in London, with U.S. to be represented. U.S. Government will create an agency of imports to buy from Ministry of Food. Full agreement on amounts and grades to be furnished and prices will be decided in London. WFB, BEW, State Department and USDA cooperating in plan. Before War four-fifths of tea entering world market was shipped from India, Ceylon and the Netherlands East Indies, China and Japan. With loss of tea from Netherlands East Indies, China and Japan, this agreement is designed to allow equitable supplies to importing nations, chiefly U.S. and Great Britain, two leading tea-drinking countries in the world.

Have you been hearing that we have a surplus of evaporated milk and cheese? Here are highlights expressed by AMA Administrator Roy F. Hendrickson in an address to USDA War Boards in Chicago, July 9: "There are no real food surpluses in time of war. We are urging our own people to eat more cheese. It is one of our best foods. Also, it lightens the load on other protein foods of which supplies are limited. Likewise, we are urging our people to use more evaporated milk." Speaking particularly to dairymen, he said: "With the tremendous needs facing us, it is virtually impossible to have such a thing as a surplus in dairy products--or in any other foods, for that matter. What we will have, from time to time, are dislocations, difficulties in transportation and processing and storage. The war food problem is one of production, plus management, of the supplies we produce. It will never be easy. But we can and will see it through--and it will contribute to the result we all want most--to win the war. Some of problems dairy industry is facing is conversion of milk into spray dry skim milk to fill British requests. Formerly, evaporated milk was asked for but since Pearl Harbor shipping space has become even more serious. It takes 4 ships for evaporated milk compared to 1 ship for dried milk. This change from evaporated to dried milk has left large supplies of evaporated in U.S., which homemakers are being asked to absorb. Under Blue Stamp Food and School Lunch Programs, large amounts of evaporated are being used by low-income families and for school children. United Nations have used about 200 million pounds of cheese, but we have large amounts on hand and storage space is short in some areas. Broadcasters can help by urging homemakers to use more cheese and evaporated milk.

HOW SUGAR IS USED

A recent survey made by Farm Journal shows that 500 typical farm women used an average of 125 pounds of sugar for canning and preserving last year. For canning fruit 54 pounds used; and for jams and jellies 52 pounds; pickles and relishes, for which no sugar is allowed now, took 19 pounds.



Radio Round-up on food...

Washington, D. C.

July 17, 1942 No. 7

(For Broadcasters of Women's Interests) NEW RULINGS ON SUGAR

FOR CONSUMERS AND CANNERS

A new ruling by OPA in regard to consumer quotas says that persons living in outlying areas may purchase sugar not in excess of 12 pounds each, as an advance against their regular rations. Application for additional sugar may be made by a person who is not a member of consumer's family unit. This permits application to be made by a person caring for another.

Another question in news--is what to do in case sugar cards are lost. OPA has authorized Local War Price and Rationing Boards to issue new books before end of two-month period in deserving cases where Board is convinced that books were beyond doubt, lost, stolen, or destroyed.

Fruit crops ripening in several large sections of country have brought numerous inquiries to OPA on sugar rationing for canning. In a release issued this week OPA urges homemakers to conserve fresh fruit wherever and whenever available and states: "There is no specific limitation on amount of sugar which a family may obtain for purposes of home canning." Local War Price and Rationing Boards are authorized to permit use of any reasonable amount of sugar for home canning with understanding that 4 quarts of fruit will be canned with each pound of sugar. OPA explains that it considers conservation of fruit fully as important as conservation of sugar, and that

rationing guide on home canning has been issued to local boards, indicating what might be considered a reasonable amount of sugar. Guide studies made by USDA and OPA indicate that about 6 pounds of sugar per capita is used for canning during normal times. But persons in rural areas consume annually about 36 quarts of canned fruit each. On the basis of 1 pound of sugar per 4 quarts of fruit, about 9 pounds of sugar per capita would be needed. However, no limitation on sugar needed by families for canning has been made and local boards are instructed to consider each application individually, according to availability of fresh fruit

CURRENTLY SPEAKING ---

This is 7th issue of Round-Up -- and we want to know:

- 1-Is it serving your needs?
- 2-Your comments on general format?

NOW - FOR VICTORY FOOD SPECIALS --

We count on your cooperation to carry "Message to Garcia" in YOUR area -- Please feel free to send us comments and suggestions to push VICTORY FOOD SPECIALS!

From the Agricultural Marketing Administration
U.S. Department of Agriculture

NEW RULINGS ON SUGAR (cont'd.)

AMERICA FIGHTS A WAR WITH FOOD

and amount of fruit canned in previous season. Because of difficulty in transportation in some areas, OPA has authorized boards to appoint deputy boards in certain outlying areas to aid rationing work. Local boards may also authorize applications made by mail.

To aid in canning, OPA and USDA have jointly issued a new leaflet with helpful suggestions on canning fruit. A copy is enclosed. You may offer free copies to homemakers, it is entitled "Sugar for War-time Canning." Tell them to write to USDA Washington, D.C. or send their requests to us direct from your station.

THE STORY OF A TIN CAN

Off-handed, it doesn't seem that a tin can and a homemaker would have very much to do with winning a war, but here's the story as told by Dr. Louis Stanley, Chief of Bureau of Home Economics. "A scarce material -- steel -- and a scarcer material, tin, are brought together at a tinplate mill by a railroad transportation system overloaded with other wartime tasks. The can may be manufactured there or the tin plate may be shipped by rail to a can factory. The can must then be transported to a cannery. The can is packed with precious food and processed by machinery that can hardly be replaced because munitions demand the same kind of raw material and manufacturing skill. The filled can is transported to the retailer by train or truck or both. The can puts a final strain on scarce transportation, moving to the kitchen by truck, private car, or human carrier."

And what can homemakers do to help war effort? By using contents of tin can effectively. Dr. Stanley tells us two ways:

- 1-Use foodstuffs in tin cans only when fresh produce cannot be bought. "For convenience sake" is out for the duration.
- 2-If canned food is necessary, use it to the last drop, the liquid as well as the solid. The juices contain valuable vitamins and minerals -- food values from the original solid foods. Some of these liquids are good "as is." Others can be concentrated and served to enrich the solid contents of the can. Others may be added to soups, stews and sauces.

Broadcasters--Here's a chance to do an important job in explaining war problems on food. American food supplies are essential for our own defenders of freedom --for hungry peoples and hungry armies abroad. Lend-Lease program to feed our military forces and Allies is a gigantic and vital life-line task. We have plenty food if homemakers will use food supplies wisely. We believe you and many of your listeners will be interested in following story from Business Week, June 13, entitled "John Bull Eats American." --"Visit the docks in any of a half-dozen American ports; confer for a day in Agricultural Marketing Administration offices in Washington with the men who are doing the buying, solving the shipping problems, and trying to satisfy the special tastes of the British (as well as the Russians) and you'll get a far more dramatic picture of the task that confronts America's farmers, food processors and packers. Every State is participating in the undertaking. Contrary to our experience in the last war, wheat and canned vegetables and fruit have not made up the bulk of this business. Biggest deliveries so far have been pork products. These range from lard and bacon to canned pork sausage (unknown to average English housewife until a few months ago) dried eggs, evaporated milk, and cheese." The article tells of revolutionary changes in Britain's eating habits. Yet few people realize important repercussions caused by this country's agreement under Lend-Lease pact to help feed United Nations. Volume of purchases made by AMA have kept food industry agog. Forms in which food is wanted and change in packaging is revolutionary. Orange concentrate is packed in 6-ounce bottles due to tin shortage, "bitter" marmalade is made from American sweet oranges and grapefruit peel to fit the British tastes better. The entire story from processing and packaging this food to shipping it to British consumers is the dramatic story of AMA.

TOMMY PREFERS BEEF

Here's news on meat for British soldiers. Beef is most popular meat with Tommy and he has a preference for lean meat. After beef, came mutton and pork, but neither are used in large quantities. However, around Christmas there is a special demand for pork. A typical week's ration for a British soldier would be sufficient beef for five days; one day of canned beef and one day of mutton. Roasts of every type are prepared, even in the field, when conditions permit. Britishers are much interested in dried-meat process. First experiments were with "Biltong," used by Boers in South African War. It consisted of strips of lean muscle tissue which was dried in the sun. South American "jerked" meat came next. Both were found to be poor substitutes for fresh meat, being tough and unpalatable. Present processed meat is much better product and is now being used in making soups, stews, pies, sausages and other dishes like meat loaf.

Incidentally, the American doughboy gets about $6\frac{1}{2}$ pounds of meat per week. About one-half of this is beef, veal or lamb; one-third is pork, ham or bacon and the rest is either poultry or fish. Meat, poultry or fish is placed in Army menus at least twice a day and sometimes on all three meals.

Both British and Americans rank high on the list of meat eaters. Before the War a British family of 4 persons consumed about $10\frac{1}{2}$ pounds of meat per week, including ham and bacon. Consumption in poorer families was probably 6 pounds or less. National average for a family of 4 now is less than 5 pounds a week, or about a pound of fresh meat per week per capita. 1941 meat consumption in United States averaged almost three pounds a week per capita, the percentage of pork being slightly higher than amount of beef eaten. (Probably the American habit of eating bacon almost daily for breakfast accounts for this figure.) Pork and beef are most popular meats; all others making up only a small percentage of meat diet. In 1941 the average American ate almost three times the amount of meat eaten by average British civilian, whose meat diet is 30 to 40 percent below the pre-war

level. This is too low to maintain buoyant health. That is why America must supply meat and other foodstuffs to Allies abroad. Hungry people lose morale--physical endurance is essential to Victory.

LET'S SAVE TEA

OPA's Consumer Division has some helpful hints on how homemakers can save tea. All tea for American users must be imported--all shipments must come through war areas. Government has ordered wholesalers' supplies cut to 50 percent of last year's amounts. No quotas for purchasing tea have been set. Instead we can all voluntarily save so others won't go short. Here's how to make each ounce go further.

1-Careful measuring of tea eliminates waste. Use one level teaspoon (level off with a knife) to a measured cup of water just brought to a boil. Steep two to five minutes, according to desired strength. Steeping brings out flavor.

2-Make only amount of tea you intend to serve--two or three cups instead of an entire pot. Homemakers often add a teaspoon for the pot. Eliminate this waste for "duration." It is not needed.

3-Here's a new method for iced tea. Use same measurements as above. Scald the tea-pot, put in the measured leaves, add boiling water and steep for full 5 minutes. Strain, allow the tea to cool and then chill in refrigerator before serving. This saves making tea double strength (as is necessary when hot tea is poured over ice)--because tea is diluted only slightly when ice cubes are added.

4-To conserve sugar for sweetening iced tea, use a sirup made by dissolving desired amount of sugar in boiling water and then chilling it. Sugar added directly to iced tea does not completely dissolve.

5-Buy tea in bulk, rather than in tea bags. You can measure exact needed amounts this way.

HAM WHAT AM!

"Porky, porky, porky--without a streak of lean,"--You've heard the Army boys sing it. It's a carry-over from the last War. The news is now out that homemakers can buy bacon; cured and smoked hams, either regular or skinned; and dry salt American pork without upsetting the War supply applecart--at least for the time being. AMA has been purchasing large amounts of pork for use of our military forces and to ship to our Allies abroad but shipping requirements have been met for the coming weeks--so here's an opportunity to watch markets and select a nice big ham for baking. Dellectable hams are always highly in favor with the family during the summer months.

VICTORY FOOD SPECIAL

Since broilers and fryers are Victory Food Specials from July 16-25, homemakers will welcome suggestions for barbecued chicken. (One recipe calls for a broiler per person.) You can barbecue chicken indoors or outdoors. Your backyard fireplace may be used or dig a pit about 20 inches deep. Make a charcoal fire and when coals turn red and all smoke has disappeared, stretch a wire rack over them. Place chickens on wire and turn constantly until slightly brown. Have barbecue sauce nearby in a large pan and dip each chicken in sauce, return it to fire. Continue until chickens are done, never allowing them to get dry. Put them in a pan, pour the rest of sauce over them, and keep hot on wire rack. Turn once or twice in the sauce. The real secret is in the sauce. Tomato catsup or sauce, vinegar, worcestershire sauce, salt, mustard, a dash of red pepper, and melted butter are the ingredients. Mix to taste. Let simmer a few minutes and keep hot while cooking the chicken.

ROOTS WE EAT

"Greens may come--greens may go," but root vegetables are always with us, Bureau of Home Economics tells us in a leaflet of recipes for root vegetables. These vegetables include beets, carrots, parsnips, onions--and very colorful they are, ranging from white, yellow, red, orange and purple, and green. The recipes include soups, salads, stews--and vegetable dishes of many kinds. Root vegetables are usually plentiful, always being in season in one form or another; they contribute to a good, healthful diet, and several are usually listed as Blue Stamp Foods--so they spell economy to the wise homemaker. You may offer free copies of "Root Vegetables in Low Cost Meals" to your listeners on one broadcast--the supply is limited. Your copy enclosed. Tell them to address their letters direct to USDA, Washington, D. C. or send their requests to us from your station.

SWEET POTATOES FOR STARCH

One of the pre-war developments, which is coming into the limelight since the Japanese have blockaded the Far East, is new process for recovering starch and livestock feed from sweet potatoes. USDA pioneered experiment at a plant in Laurel, Mississippi. In 1934 the plant turned out 140,000 pounds of starch--and it is expected 1942 output will reach 4 million pounds. Starch is used in textile mills to size cloth and in laundries. Private capital is now definitely interested in this industry and recently the decision to construct a 2½ million dollar plant was announced by the U.S. Sugar Corporation at Clewiston, Florida. Starch recovery or feed manufacturing plants are also being planned or built in Texas, Alabama, and Georgia. Another phase of the program is the investigation of the possibilities of dehydrating sweet potatoes for livestock feed. The possibilities of developing an important new industry are good and may mean jobs for hundreds of workers and the utilization of thousands of acres of idle land.

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U. S. Department of Agriculture

Radio Roundup

on food...

Washington, D. C.

No. 8 July 24, 1942

(For Broadcasters of Women's Interests)

AGRICULTURAL PRODUCTION IS TOPS

Never has Mother Nature been more generous to Americans. July general crop report showed prospects for greatest over-all agricultural production in country's history and an over-all excess above 1942 production goals. Greater-than-goal acreages of some crops make up deficiencies of others. Dairy, poultry, and livestock industries reached a high. Total meat supply--beef, pork, lamb, and poultry should be the biggest on record. Spring crop of 62 million pigs was record and a 43 million fall crop is expected. The calf crop, estimated at 32 million, also sets a record. 1942 supply of cattle and calves going to market is expected to reach war goal of 28 million head.

Biggest increase is expected in oil crops, much needed for war program--peanuts, soybeans, flaxseed. This will give a record output of edible and industrial oils, besides feed for livestock--and lessen shortage on fats due to war in Pacific cutting off our supply from Far East. Food crop acreages are also expected to be significantly increased over last year's production. Government has been pushing use of fresh vegetables and fruits in "Victory Food Special" program. A high volume of vegetables will be used for processing. Large quantities are

needed for military use and Lend-Lease export--this may mean smaller supply of canned vegetables for civilian use than in 1941. Same situation may be true in canned and dried fruits. Hence USDA is pushing canning of available fruits by homemakers. Exceptionally large quantities of fruit will be dried this year for use of military forces.

Production of fruit this season is close to a record crop. Peaches, pears, cherries and California plums are well above average; apricots are somewhat smaller, dried prune production materially less than average. Apples in commercial areas are expected to be somewhat

CURRENTLY SPEAKING --

Homemakers will can 3887 million jars of fruit in 1942 is estimate based on recent survey USDA Bureau of Home Economics--average 184 jars per rural family and 41 jars per urban family. Have homemakers in your area done their share of canning? Secretary Wickard says home canning will aid our men at front. Remind homemakers of last two weeks of Victory Food Special on Peaches (July 16 - August 5.) Apricots on West Coast are being moved at same time. All 1942 canned fruits are slated for higher prices.

From the Agricultural Marketing Administration
U.S. Department of Agriculture

Agricultural Production (Cont'd)

above average and California grapes for wine, raisins and table types are equal to 10-year average. California figs, olives, almonds and walnuts are above average and indication is that citrus fruits supplies will be above 1942-43 marketing season.

Increased farm production and increased prices have brought farmers' income above 1941 figures, but labor and production costs have been unusually high. Farm payroll will total more than one billion dollars this year. Experienced farm labor is very difficult to get--especially in areas where war industries are drawing off labor. Farmers are also faced with problems of transportation, conservation of tires, and gasoline shortage. Cooperation will be needed on all transportation fronts to get produce from farm to consumer--with elimination of food waste and conservation of needed manpower. Indications are that food supply is sufficient on all fronts with exceptions of certain articles formerly imported and which consumers are now urged to use sparingly--for instance, sugar, tea, coffee and spices. There is an abundance of certain foods, high in food value, particularly dairy products. (Broadcasters may aid by urging use of more cheese and evaporated milk now.) Victory Food Specials are designed to eliminate waste by eating fresh fruits and vegetables when in season and in abundance. Cooperation of farmers, distributors and consumers is needed to assure sufficient food supplies for civilian consumption, military forces, and United Nations. Large quantities of foods must be supplied by USA.

At a recent meeting of American Home Economics Assn. in Boston, Oris V. Wells, of USDA Bureau of Agricultural Economics said: "There will certainly be enough food to assure everyone of a reasonably adequate diet through the rest of this year and 1943." (Referring to U.S. consumers.) This would be true in spite of the fact that American farmers are faced with "difficult task" of producing enough food to maintain domestic food consumption at about its average level in the United States as well as to supply the quantities of several foods that are needed for Lend-Lease shipments."

OPA recently announced Sugar Rationing Stamp No. 7 good for 2-pound sugar bonus July 10 to Aug. 22. Stamp No. 6 valid July 26 to Aug. 22 as regular sugar ration. OPA suggests consumers use extra sugar to preserve jams and jellies.

AMERICA "EXPECTS EVERY MAN"

Not a story on food--but worth telling homemakers about to show how important cooperation and feeling of neighborliness is to war program. Sponsored by USDA's Extension Service, 800,000 rural men and women have contributed their services as neighborhood leaders to do any job of communication necessary to agriculture's war effort. Here is an example of how movement operates -- A meeting was held in local schoolhouse to discuss community problems. Mr. and Mrs. Roberts, a couple of perhaps 35 years of age, volunteer to carry information about agriculture's war work to their 14 neighbors, enlisting their aid. Mr. Roberts talks to his neighbors about machinery, salvage, and farm problems -- Mrs. Roberts talks about Victory Food Specials, Victory gardens, buying war bonds, and such. One of local problems is to integrate into community life a number of sawmill families who have been moving in and out of neighborhood. Local storekeeper volunteers maintaining central information service to help locate these people and keep list of neighbors up to date so they can be absorbed in community life. Some results? Four loads of scrap metal, old rubber and other salvage was brought to Roberts' farm for collection; Mr. Roberts carried one load to Durham, N.C. \$2,795 was pledged for war bonds and stamps--as well as produce from 2 acres and 6 pigs. Negro families of community cooperated by turning in \$976 in a little pasteboard box to buy bonds--money saved for 3 years to equip a consolidated school the commissioners had promised to build for them. One negro explained, "That money was layin' there doin' no good, and soldiers needin' it to fight. "Doc" (a negro leader) made a motion, an' I never see folks walk straighter; everybody seconded it." Mr. and Mrs. Roberts want to know, "Are we doing all right?"

UNCLE SAM'S DOUGHBOYS COME FIRST

Remember circus day? The fascination of the mess kitchen where thousands of circus performers are fed under the big tent? Well, the job of feeding Uncle Sam's Army of millions of fighting men simply makes a circus job fold its tents and walk away unheard. Keeping acrobats in trim is a real job in dietetics -- Uncle Sam, too, insists on the best for his soldiers, for not only does our army march, it runs, rides, flies, jumps from great heights, scales mountain peaks, skis, swims and hurtles. Men must be prepared to fight and live in the Artic, Tropic and Temperate Zones--for as the Marine song goes, "You will find the gates of heaven guarded by the United States Marines." In this case, the Army goes everywhere.

Homemakers in these strenuous war days could take a few cues from Army kitchens and diets in guarding the health of their families. The responsibility of keeping these millions of fighting men in the pink of condition rests on the shoulders of Brigadier General Carl A. Hardigg, who heads the Quartermaster Corps Subsistence Division, and under him Colonel Paul P. Logan, who helps plan the purchasing and supplying of foodstuffs.

To achieve a balanced diet which reflects variety, appetite-appeal, wholesomeness and needed qualities of nutrition, the Army has laid down three rules in selection of foods for menus: 1-Foods from each class--carbohydrates, proteins, vitamins, fats, minerals and bulks, are included. 2-A variety of foods is offered--different meats, different vegetables, salads, desserts, etc. 3-Vitamin and bulk foods, especially vegetables, fruits and milk must be served daily, if possible.

To achieve such a diet, the Quartermaster Corps prepares a master menu for each month with meals for every day, which is sent to all Corps areas. By studying the master menu, the subsistence officer plans his meals, making substitutions for meats, vegetables, fruits, beverages, meat substitutes and the like from a general list supplied in which approximate amounts of each food needed to serve 100 men are

given. To show how variety is introduced in menus, let us examine meats for the month of July. Meat is served on 78 of the 90 meals. A food item served once on a single day is marked X, if twice, by two X's. In the July menu roast beef appears four times, stew twice, chicken three times, steak twice, pot roast once, roast pork twice, and lamb, three times. The average American soldier is fed more meat than any other fighting man in the world -- an average of at least a pound a day. To supply the vast amount of meat needed for doughboys is one of the Army's big problems.

Whenever possible a large part of soldier's diet consists of fresh fruits, vegetables, dairy and poultry products. In this way our Army is helping to conserve tinned foods and is in step with USDA Victory Food Special program of using fresh fruits and vegetables when in season and in abundance. To supply these perishable foods 30 Quartermaster market centers have been placed in the nine Corps Areas where soldiers are stationed. During Victory Food Special on peaches (July 16 to August 5) 1000 bushels of fresh Georgia peaches were purchased at one buying to feed soldiers at Camp Blanding, Florida. The July master menu includes generous supplies of berries, cantaloupes, peaches, apples, grapes and oranges -- to be served at least every other day. Lima beans, string beans, tomatoes, beets, peas, corn on cob, and green leafy vegetables, are listed.

Three distinct types of rations are available to meet different needs of soldiers. 1-The Garrison ration is consumed in garrisons in peace times. 2-The Army field ration is divided into two types, "A" and "B." The "A" or regular field ration contains fresh meat and fresh or "soft" bread, while ration "B" includes canned meat and hard bread. Most of the soldiers in camps today receive type "A" ration. 3-Emergency rations are given to soldiers when they are far removed from kitchens or mess units, and may be prepared hot or cold.

To study the many problems involved in feeding millions of fighting men the Army has established at Chicago Quartermaster Depot, a Subsistence Research Laboratory -- the only one of its kind in the country. Here is carried on modern food analysis and laboratory experiments. From every corner of the country and world come food specialists, manufacturers, and food samples. Research and tests are made on foods to meet Army specifications. After meeting these requirements, they become part of regular Army rations and food manufacturers are given orders for making and packaging these foods. Among developments has been a large dehydration program for shipment of overseas rations. Concentrated foods mean immense savings in much needed ship storage space. Seven vegetables are now being dehydrated for soldiers' consumption--potatoes, onions, carrots, cabbages, beets, rutabagas, and sweet potatoes. Powdered soups, eggs and milk are also being shipped to American doughboys. Lemon crystals--having both vitamin and refreshment value--are used for lemonade. To supply large amounts of dehydrated foods required by our military forces and United Nations, USDA has sponsored building of commercial dehydrated plants. Most of these plants were formerly located on West Coast but plans now are to scatter them throughout the country. Recently 25 plants have been approved by Agricultural Marketing Administration for expansion or conversion.

Frozen boneless beef is another important development. All bones and fat are removed by expert meat cutters and boners. This means a 30% saving in weight and a 60% saving in bulk--an important saving in shipping space and costs. From this beef are cut steaks and roasts, stewing and boiling pieces and ground meat.

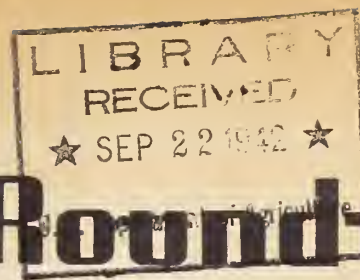
Packaging in foods has undergone significant changes in recent months. The Quartermaster Corps is specifying packages that must meet severe conditions of temperature, humidity and rough handling, which commercial packages do not. A package that offers resistance to rain, toxic acids and will hold a product of high fat content is the ideal type of food container. From present indications, tin

will shortly disappear from Army packaging. Instead, specially treated cardboard and paper containers which are virtually weather and moisture proof will be used.

Problems now being solved in feeding the Army will no doubt bring revolutionary changes in the Nation's food habits before the present emergency is over. The Army believes that many of these discoveries will have a far-reaching effect on the public's living costs and well-being after Victory.

To meet these stupendous needs of feeding millions of men, Army has called on farmers, processors, manufacturers and Government to aid program. Typical of slogan, "Army comes first," is assistance of Agricultural Marketing Administration in aiding in purchasing and inspection of vast quantities of food needed. Before Pearl Harbor, or early in February 1941, Army asked cooperation of AMA in purchasing processed foods. The extensive marketing service of AMA went to bat. Three central purchasing depots were set up by Army -- at Chicago, Jersey City, and Oakland, California. Specifications for all processed foods were made by Army and AMA began working on inspection and purchase of dried fruits and vegetables and canned foods. Today this service has been extended to many products. Significant change in this program is that where Army formerly inspected foods at place of destination, AMA inspects commodities at source of supply before they are purchased. The newly formed Food Requirements Committee, headed by Secretary of Agriculture Wickard, which has been designated responsibility of determining and directing war food program for civilian, military and foreign needs, is destined to play a larger part in helping to supply Army foods. This Committee will work cooperatively with USDA and Army, as well as other organizations charged with food responsibilities, on food programs.

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Radio Round-up

on food...

Washington, D. C.

No. 9, August 1, 1942

(For Broadcasters of Women's Interests)

THE TRUTH ABOUT MEAT SUPPLY

What is true situation on meats? Is there actually a shortage? Answer is "yes" and "no." Total U.S. meat production for 1942 is expected to be the largest on record (See Round-Up July 10) but demand of military forces, plus Allies and U.S. civilian consumption exceeds supply. Present shortage is chiefly sectional; however, civilians must expect less meats on tables as war goes on. There are many factors that enter the meat picture. First, livestock numbers going to market are always seasonally low, during summer months. Ceiling prices have been chief cause of sectional shortage in East. OPA set ceiling prices during a period when meat supplies were relatively larger than at present time. Result is that when supplies decreased seasonally and prices mounted, maladjustments occurred in different marketing areas among packers and various types of buyers. With demand for meat exceeding available supply at ceiling prices, the limited supplies naturally are moving to those areas where ceiling prices are highest and net returns to processors greatest. Other facts are larger consumption of meat by military men--average soldier eats 6-1/2 lbs. per week compared to about 3 lbs. per civilian. With estimated 4 million men in service, figure this

out for yourself! Too, U.S. is supplying large quantities of meat for Great Britain's military needs. Fighting men must have meat. Meat products for Lend-Lease shipment differ from those sold in domestic trade in selection, cure, processing and packaging. Therefore, price ceilings set for Lend-Lease meats and ceilings for domestic trade were not always in accordance. Secretary Wickard recently announced three steps being taken to relieve some of these differentials which have resulted in sectional shortages of meat, and which are expected to assure a more equitable national distribution of available supplies.

CURRENTLY SPEAKING --

We called your attention to AMA Administrator Hendrickson's speech "The Coming Squeeze on Food," in June 19 Round-Up. Did you write for copy? More and more it is becoming apparent that we must guard our food supplies. Pinches on sugar, meat, coffee, tea, fats and spices have been felt. AMA is emphasizing and urging homemakers to cooperate to avoid food shortages. Canning of all foods--meats, fruits and vegetables cannot be pushed too strongly. A Victory Food Special on Cheese has been announced Aug. 17 to 29. We sent you Cheese Recipes July 10 Round-Up. Save your copy. More news on this next week.

From the Agricultural Marketing Administration
U.S Department of Agriculture

SECRETARY WICKARD TELLS HOMEMAKERS HOW TO AID MEAT SITUATION

Just as we were going to press came Secretary Wickard's timely talk on the meat situation, given on National Farm and Home Hour Radio Program, July 31. You will want to quote from this talk--and because we feel the message is so important to homemakers, we're enclosing a copy for you.

DO HOME CANNING AND EAT WELL!

Just off the press--and very timely--is BHE's revised print of "Home Canning of Fruits, Vegetables and Meats." There have been many requests for this bulletin all summer--so this is good news! Higher prices for canned foods on all fronts makes it imperative that homecanners get busy. OPA recently announced formula for higher ceiling prices on 1942 pack of fruits and berries. Every effort is being made to keep ceiling prices low but foodstuffs are definitely up due to higher labor costs, transportation, and canning materials. As an example, USDA has suggested a \$7 per ton increase in cling peaches, which OPA established as maximum raw material cost addition for that commodity. Canners have been informed that no more than \$23 a ton may be added in the case of apricots. OPA also announced lifting of price ceilings on 1942 pack of frozen fruits and vegetables at all levels of distribution, and a pricing formula is being developed. Additional measures to afford price-relief to wholesale and retail distributors of frozen fruits and vegetables will be forthcoming shortly. A formula for lifting price ceilings for processors, wholesalers, and retailers of pure jams, jellies and preserves was made public July 30 by OPA. So it might be well to remind homemakers again that No. 7 Sugar Rationing Stamp is good for a 2-pound extra sugar ration until Aug. 22.

If you are serving rural homemakers, be sure to tell them that OPA has allowed a half-pound sugar ration a week for each person doing seasonal farm labor and boarding at farm homes. Farmer must fill out application stating that hired men have no sugar rationing books, or that sugar cards have been or will be surrendered to him.

Of interest to homemakers also is OPA announcement that effective July 29, 1942 crop of peanuts and all (1941 or 1942) salted peanuts and peanut butter will be removed from general price ceilings. 1941 shelled and cleaned peanuts are not exempted--nor are all peanut products. For instance, peanut candy still has a price ceiling. 1942 crop of peanuts from Southwestern States will start moving in August. Production estimates for crop will not be available until August 10, but present indications are that acreage planted this year doubles that of last year. Back to the bulletin on homecanning you will find answers to many questions frequently asked you by homemakers, for example--what foods must be canned under steam pressure? It gives helpful suggestions in using your pressure canner and in caring for it. Wartime types of glass jars and bottles, tin cans-- "if and when available"--other utensils, and supplies for canning are discussed. Even gaskets, jar tops, rubber rings and bottle tops have their place in canning aids given. In fact, it treats all phases of fruits, vegetables and meats for home canning. Broadcasters may have free copies for their own use by writing USDA, Washington D. C. Ask for Farmers' Bulletin 1762, or by title: "Home Canning of Fruits, Vegetables and Meats." Tell your listeners to write USDA, or send their requests to us.

"NATIONAL FOOD SITUATION"

--That's a big proposition! But Bureau of Agricultural Economics has just issued a bulletin by this title and it gives you the low-down on many things about the National Food Situation you've been wanting to know. Here's the line-up on some of the topics: Information about Retail Prices and Price Ceilings; Effect of Lend-Lease and Army Requirements on Civilian Consumption; Civilian Consumption; Victory Food Specials; the Food Requirements Committee, and there are excellent tables with figures on per capita food consumption and per capita expenditures. You'll find news on meats, grains, fish, poultry and eggs, dairy products, fats, and oils, vegetables, and fruits, sugar, bananas, etc. Broadcasters will find this 20- page bulletin most effective as a ready reference to factual material. You may have a copy upon request.

ON LABOR FRONT

Report on "Safeguarding Young Workers in Wartime Agriculture," following Washington Conference, called by U.S. Children's Bureau, June 18-19, was made public July 27. Recommendations include community program for recruitment and employment of young people under 18 to be undertaken only to fill definite and known farm labor needs; and only, when experienced workers of proper age and capacity not available; community to accept responsibility for developing and protecting young workers; minimum age for hired farm labor 14 outside school hours, and 16 if worker is to live away from home with provision for protection of schooling. Recommendations are made in health, safety, working conditions and supervision. Report is directed especially toward young people working or living in groups. In accordance with War Manpower Commission directive order the U.S. Employment Service has prepared a list of activities essential to or in support of the war effort. Both agriculture and food processing are included among these activities. These two are broken down to show the essential types of farms and processing industries. Essential activities lists have been transmitted by Selective Headquarters to all local and appeal boards to serve as a guide for determination of occupational deferments.

MORE COMMUNITY FOOD CENTERS NEEDED

USDA will cover ten canned vegetables -- asparagus, lima beans, snap beans, beets, sweet corn, carrots, peas, spinach, tomatoes and tomato juice, in support of OPA price regulation program. Maximum prices to canners were established by OPA. All the more reason homemakers should do as much home canning as practicable. Broadcasters can do a real service in sponsoring Community Food Preservation Centers in their localities. Last fall Bureau of Home Economics printed a bulletin giving full information and plans for organizing such a center. It is not too late to save needed fruits and vegetables by getting such centers for your homemakers. We have copies of "Community Food Preservation Centers" available for broadcasters, who wish to further such a project. Write USDA, Washington, D. C.

HOMEMAKERS CAN HELP STORAGE PROBLEM

Since the War there's been much talk about hoarding--but here's how homemakers can actually help relieve overcrowded storage space. If they have storage facilities so that they can properly take care of flour--buy it in large enough quantities to keep their families amply supplied. We have the largest amounts of wheat and flour in the nation's history now in storage--and with storage space at a premium homemakers will be doing a patriotic service if they will buy flour. Secretary Wickard has already asked homemakers aid in relieving pressure on wheat storage facilities. Broadcasters can help, too, by impressing on homemakers how essential needed storage space is to war effort...The amount of flour homemakers will want to buy depends largely upon the climate in which they live. Flour deteriorates more rapidly under low humid conditions, and as a rule, stores well in high, dry climates, as in the Western States. Here are suggestions for storage. Keep flour in tightly covered cans or jars to keep out moisture, light, mice and bugs. Scald and sun containers often. Keep storage space clean--and watch for any breeding places--as the forgotten can in the corner.

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U.S. Department of Agriculture

Radio Round-up on food...

Washington, D. C.
(For Broadcasters of Women's Interests)

No. 11 August 14, 1942

MILK FOR MALTA

TOMATOES SHINE AS VICTORY FOOD SPECIAL

Tomatoes are the first of the Victory Food Specials to play a return engagement. The time is Aug. 24 through Sept. 5 and the area designated includes States east of the Mississippi River and north of the Ohio and Potomac Rivers, where large supplies are now coming in. (Tomatoes were featured nationally from June 29 to July 4) This year's planting of tomatoes for summer and fall harvest is at an all-time record level. USDA appeals to homemakers to help in management of Nation's food supply and see that none goes to waste. With this purpose in mind USDA features Victory Food Specials--usually fresh fruits and vegetables in season and abundant. Keep in touch with State agencies for timely tips and suggestions pertinent to your localities.

And here's more news on Victory Food Specials! No doubt you've noted Victory Food Special comments in national magazines, and in newspapers. Time Magazine (Aug. 10) refers to Victory Food Specials as "Kitchen Sweepstakes"--The Nation's grocers have been pushing the sale of peaches for the past three weeks. Next week they will ask customers in a concerted chorus: How about a pound of cheese? This teamwork is the result of an extraordinarily successful plan. The
(Cont. on p. 2)

Allied soldiers at Malta are fighting gallantly for freedom -- USA aids by sending many foods --among them powdered milk. An equivalent of 24 million gts. of milk, made up first shipment in June-- A life-saver to men, being bombed and under constant fire, with terrific strain on their health and nerves. $4\frac{1}{2}$ ozs. of powder is used to make a quart of fluid whole milk. Drying milk is not so modern -- Marco Polo, the medieval traveler, wrote in 13th century of drying mare's milk in sun. Dried milk was used in World War I -- total production about 9 million lbs. -- today's production rate is six times as great.

CURRENTLY SPEAKING --

United Kingdom recently registered all women 19 to 42. A dual-purpose women's labor army will harvest crops this autumn, do factory work this winter and return again to farms next spring. Women's Land Army of 30,000 women recruits will do full-time farm work to increase domestic food output and thus save vital shipping space. American women have their WAVES and WAACS -- What will be next?
* * * * *

Don't miss "Bread the Staff of Life!" Enriched flour is a timely topic now.

From the Agricultural Marketing Administration
U.S. Department of Agriculture

Department of Agriculture asks citizens, through their more than 500,000 U. S. grocers, to buy Victory Specials. Thus the grocers sell immediately, in peak seasons at fair prices, the superabundant harvests that would otherwise rot on the ground or sell for less than cost.

Nine surplus commodities have thus been emphasized in the past 13 weeks. Lettuce (featured May 11-25) had a harvest of 55% above average; spinach, 60% more than usual; asparagus, 57% higher than normal (both were featured June 1-8). The onion crop (June 8-15) was 50% above average. Heavy crops of beets and snap beans were featured, July 6-11. From July 16 to 25 the U. S. tried to eat up 19% more broilers and fryers than last year. To use up the 25%-above-normal bumper crop of peaches, the Department urged the housewives of the country, already canning 50% more than usual, to can even more. In the cheese weeks (Aug. 17-29) the Department hopes to liquidate the stock of 165 million pounds of extra American cheddar.

And here's news of how Victory Food Special program is going over--Cheese industry contributed 250,000 posters for distribution by AMA to retailers. From North Carolina came reports of increased sales of broilers and fryers during Victory Food Special, whereas sales had formerly dropped during that period of the year--and from Pittsburgh during first Victory Food Special on tomatoes, receipts increased over 50 percent above same period last year.

In your comments on Victory Food Specials stress importance of USDA's policy that no food shall go to waste, thus assuring plentiful supply of needed foods for our military forces, civilian consumption and as aid to allies. U. S. is the food larder for United Nations. To win the War we must have sufficient supplies of food. USDA considers homemakers of major importance in Nation's food supply program. Because canned foods will be shorter and prices higher USDA has urged homemakers to can foods for their families to aid situation.

1942-43 total supply of wheat is estimated at 1,500 million bushels in contrast to 1941-42 supply of about 1300 million bushels. Accordingly, AMA announced a continuation of its wheat flour export program designed to encourage exportation of flour from wheat produced in the continental United States to the Virgin Islands and to any country or place in the Americas and adjacent islands except Puerto Rico, Alaska, the Canal Zone and to islands east of the Americas lying on or west of 40 West Longitude. .. To consumers this means there's plenty of wheat for bread... And from OPA comes news that we may expect packaged winter pancakes and buckwheat pancake flour to go up a cent or so--this is due to effort to relieve manufacturer now squeezed by price increases during past year.

SALMON SUPPLY SHORT

AMA says salmon supplies for domestic consumers will be short. 1942 salmon pack is considerably under average--probably about 5 million cases and almost 3 million are needed for armed forces and Lend-Lease shipment. Four-fifths of our annual salmon pack comes from Alaska, R.F. Hendrickson, AMA, Administrator reports. AMA is encouraging Alaskan packers by working out contracts guaranteeing 85 percent recovery of "out-of-pocket" costs if their operations should be reduced by enemy action or action of U.S. Government. These contracts are expected to encourage fishing expeditions in Alaskan waters where fisherman otherwise would not take risks.

FIDO GETS CHANGED RATIONS

Let Fido not think he's neglected during these War days! He gets his ceiling prices also, for OPA recently announced a formula for assisting manufacturers to set prices for new dry-pack dog and cat food products. Like human consumers, restrictions have been placed on Fido's canned foodstuffs. To meet this emergency manufacturers are now producing dehydrated or baked foods developed from their old wet food formulas. The products are said to be unlike any goods sold prior to March 1942.

SPEAKING OF SPEECHES

You may like to comment on Secretary Wickard's "Farming in Wartime" address given over National Farm and Home Hour, August 7, which highlights revolutionary changes war has brought on farm labor front, particularly if you are in rural area where shortage exists. Department of Agriculture and Manpower Commission are cooperating on this problem. Chairman McNutt and Secretary Wickard, agricultural member of Manpower Commission, jointly issued this statement: "Our food production is increasing to record heights. At the same time war needs are mounting. ~~Today~~ with the enemy still on the offensive and with our military and production program steadily expanding, the food needs of ourselves and our allies are such that mere record production is not enough. We must produce food as this Nation has never produced before...A major problem on the farms that have normally supplied the larger part of our food for domestic and foreign markets is the problem of available labor. Farm labor shortages have been reported in some areas this year. We will probably experience more extensive and severe shortages in 1943." To meet this problem various means have been suggested. Manpower and USDA are now cooperating on a national plan because situation is critical. Farm Security Administration will administer plan, working closely with State and County USDA War Boards and U.S. Employment Service. Briefly plan is this, responsibility is placed on USDA by Manpower Commission: Each farmer will hire as many of the needed workers as he can in own neighborhood; ~~USFS~~ or War Board will try to find extra local workers if he needs them; if local help is not available, FSA will arrange to transport workers, farmer to pay cost up to 200 miles, FSA longer distances. Farmers must meet prevailing local farm wages, or not less than 30 cents an hour (with piece work rates on the same basis) and must agree to give employment to worker at least three-quarters of time in area, not counting Sundays; he must also provide satisfactory housing. Secretary Wickard emphasized Government's job is to guarantee transportation for farm workers and must safeguard wage standards and working conditions. Plans are also being made to cooperate with Mexican Government in bringing Mexican nationals into US to help in acute farm labor situations when domestic workers cannot be secured. Secretary Wickard said that Mexican labor is in no sense a solution to problem but an aid to a national emergency--and that US needs every American farm worker for full-time work in the Nation's war food production line, whether on his own farm or as a laborer on another farm.--To homemakers, what does this mean? **WE MUST USE FOOD SUPPLIES WISELY. WE MUST SAVE PLENTIFUL FOODS. COOPERATE WITH FARMERS. VICTORY FOOD SPECIALS OFFER A WAY--**Homemakers assist farmers by using abundant foods while in season and by conserving extra supplies. In some rural areas, factory workers, U.S. Chamber of Commerce, Extension Minute Men, and other groups, have worked out programs to assist in doing farm work or furnishing farm labor; American women, like British women, and men not of service age, as well as college and high school youths, may be called on to do farm labor--assistance is already being given in some areas by these groups. Broadcaster should ascertain what local farm situation is from local USDA War Board or U.S. Employment Service, and acting upon their advice she can do a valuable service in making her community realize how vital our Food for Freedom program is and what assistance community can render.

US PREPARES TO FIGHT SCURVY OUTBREAKS

AMA has ordered over a half million gallons of concentrated citrus juices from Florida alone to be used in preventing scurvy outbreaks among peoples at war due to Vitamin C deficiencies. U.S. Citrus Products Laboratory, at Winter Haven, Fla., where a large plant has just been completed, is working on improved methods of processing fruits. Concentrated juice is now being sent to British children, where it is rationed--85 percent of original vitamin value has been retained.

AMERICA LOOKS AFTER HER OWN

Here's news that reveals what is happening on America's food production line. We must keep war production at top peak--ships, guns, planes, food--all are tools of war today. We have an abundance of some foods--limited quantities of others because farmers cannot gauge in advance exact amounts of production. AMA acts as a gigantic clearing house for farmers in looking after production and distribution channels. The requests of the armed forces for food come first. Homemakers are holding the line on the domestic front in wise management of nation's food supply--this means saving needed foods for military men and using plentiful foods for home consumption. Homemakers' cooperation on Victory Food Specials has been splendid. Through food stamp, direct distribution, school lunch and "penny" milk programs AMA also aids distribution of plentiful foods. Every month AMA checks up to see what is happening on the front lines through these programs. We can assure our nation of full-strength war production only when we know there are no hungry people. Abundant foods, which might otherwise go to waste, are used in doing this job. June showed a decline of almost two million persons participating in AMA programs compared to last January's seasonal high point of almost 10 million. Included were nearly a half million persons in Puerto Rico, the Virgin Islands and Hawaii. This decline is expected to continue throughout summer months and fall, which indicated state of nation is improving. But even with impetus of wartime industries, substantial public relief must be continued. Special types of public assistance include old age assistance, aid to dependent children and aid to the blind. These cases showed a slight increase from July 1941 to 1942.

General relief and WPA employment cases both showed a significant decline--almost 50 percent. In June 1942 nearly 6 million persons participated in food stamp and direct distribution programs. More than 1 million children in 12,500 schools were served school lunches and more than half million children drank "penny" milk

Blue stamp foods listed for August distribution included many seasonal fresh fruits--plums, peaches, apples and pears. Oranges are also included, as are fresh vegetables, Irish and sweet potatoes and dry edible beans--in line with USDA policy of plenty of fresh fruits and vegetables to keep Americans healthy.

BIDDY DOES HER JOB!

Biddy may be an old hen, but she's no dumb cluck! She knows her war job and she's doing it. About 54 billion eggs is estimate for 1942 requirements. Already 36 billion have rolled off the production line--or two-thirds of the year's production in 7 months. Another job laid out for Biddy is to supply the raw material for US's 115 egg-drying plants. All but 30 now operating. More than 7 billion eggs a year are now required to turn out the 200 million pounds of dried egg powder needed to supply our armed forces and allies. And this isn't saying anything about what Biddy's job may be in 1943!

APPLES IF YOU PLEASE!

So they're in the news! First, OPA says there are no price ceilings on sliced and peeled apples, used chiefly by bakers in pies and other pastries. Homemakers also use small quantities of canned and dried apple products.

USDA's Western Regional Research Laboratory is conducting war experiments with apple by-products. Work on pectin as an emulsifying agent for uses in pharmaceutical field is being done at request of U.S. Navy. Pectin could also be used in cosmetics and in food products, such as salad dressings. Apple powder made by dehydrating apple juice, is also being tested. Apple jelly and apple butter have been made from the powder. Another experiment was in use of Winesap apple powder to flavor a cane sugar sirup, which is said to have Winesap aroma and flavor, is amber in color and very clear.

BREAD THE STAFF OF LIFE

NOTE TO BROADCASTERS: Enriched flour and enriched bread occupy a highly important place in our national health program, you might like to add this background information to your reference file on nutrition. This material is prepared exclusively for "Radio Round-Up on Food". USDA's Bureau of Home Economics; Federal Security's Food and Drug Administration, and the Nutrition Division of the Office of Defense Health and Welfare Services, were consulted. Technical information is based largely on a talk made by Dr. Russell M. Wilder, past Chairman of the Food and Nutrition Board of the National Research Council, before the American Bakers' Association last fall in Boston.

In January 1941 an important step in the Nation's Health Program was taken-- national standards for enriching flour became law. Up to a few years ago the public at large was not seriously concerned with what this might mean to our national health, today the movement has caught nation-wide interest. Two Southern States have recently taken the lead in this vital problem -- requiring compulsory enrichment of all flour and bread sold within their borders. South Carolina was first and Louisiana, only a few weeks ago, became second. A Southern miller in a rural county aptly expressed this growing interest after arguing that enriched flour caused "too much fuss and folks wouldn't pay what it cost." Four weeks later his attitude had changed, "I never saw anything take hold in this town like those vitamins."

The life story of flour takes us back many, many centuries, to the time when man crushed the whole grain of the wheat for his daily bread between stones. Later, came the development of the mill -- and today in many parts of our country, you may still see discarded old millstones, chiefly those of water mills, because our country was blessed with abundant water power. It was not until after the time of the roller mills, about 1870, which made our highly refined white flours possible, that the destruction of the nutritious vitamins and minerals contained in whole wheat, became a serious problem.

Yet, even a hundred years or more ago, doctors had become aware that a loss was suffered in not using the whole wheat. For in 1815, Dr. William Buchan, a fellow of the Royal College of Physicians, Edinburgh, wrote: "Bread is often spoiled

to please the eye. The use of whitened bread, though made of the heart of the wheat is in reality the worst of any, yet this is the bread which most people prefer, and the poorer sort will eat no other."

In Dr. Buchan's time, even as in ours, families of lower incomes ate large quantities of bread and cereals. Because of their limited diets of nutritious foods, they needed most the food values which the natural wheat supplies.

But moving on to our own times, the question naturally arises, why has the use of white flour products become so common since it was known long ago that whole wheat was a better product for the human diet? There are good answers. White flour keeps well and has qualities for cooking that many people prefer--just as many prefer the taste of white flour products to those of the darker and coarser flours. Too, the loss in vitamins and minerals in the refining of whole wheat does not cause sudden illness but the effects are those of a poor diet, which, if not supplied in other foods, pile up generation after generation--undermining health deeper and deeper.

As the science of nutrition progressed and likewise, milling developed more highly refined flours, doctors, nutritionists, millers and bakers and other interested groups, became more concerned about the loss in nutritional value. Since the whole wheat product originally contained these vitamins and minerals essential to good health--the opinion grew, "Why not put them back in?" In September 1940, the public hearings on enriching white flour were held. And in November 1940, the National Research Council organized the Committee on Food and Nutrition. One of the first jobs it tackled was the consideration of standards for enriched flour and bread since this problem, affecting the lives of millions of Americans, was of paramount importance. (The National Research Council had been set up during the first World War by the National Academy of Sciences specifically to do war work. Its

members were representative of the principal national scientific and technological societies of the United States.) The Council's executive officers selected the 33 members of the Committee on Food and Nutrition, which consisted of scientists from universities and other scientific institutions, representatives of industry, and Government experts.

Some of the considerations brought out in formulating national standards for enriching flour were:

Wheat flour is perhaps the most universally used food -- the average per capita consumption is $6\frac{1}{2}$ ounces a day, which represents approximately 25 percent of the food calories from all sources. Bread from commercial bakeries accounts for about half of this amount of flour.

White flour constitutes more than 97 percent of all flour sold.

Surveys show there is a national deficiency in vitamins of the B group, for which whole wheat is an excellent source, and that millions of our population were receiving diets incompatible with good health, although frank deficiency disease did not appear to be extensive. However, diets deficient in Vitamin B-1 cause loss of physical and mental stability long before they produce disease.

Natural wheat provides liberal quantities of thiamin (Vitamin B-1), necessary for normal nutrition; and niacin, which prevents pellagra. But little more than a tenth of the thiamin and only small amounts of niacin are left in the refined flour. It was also brought out that there are actual deficiencies in these vitamins in different sections of the country, particularly among low-income families. Enriching flour and bread offered one of the most practical ways of meeting these problems in deficient diets.

Another interesting point is that enriched flour and enriched bread are not intended as medicated products--and curative claims are unwarranted--they merely

supply the natural food values which are taken from the whole wheat product in refining it.

The standards for enriched flour were made public in January 1941 by the Administrator of the Federal Security Agency. The U. S. Food and Drug Administration, of this Agency, under the Food Drug and Cosmetic Act is responsible for their enforcement.

In May 1941 the President of the United States called the first National Nutrition Conference for Defense. The 900 delegates to this Conference included professional nutritionists, home economists, educators, physicians, public health officers, social workers, and industrial technicians. Industry, labor and Government; the press and radio; colleges, universities and medical schools, farm organizations, consumer groups, processing and marketing organizations--all sent representatives. The number of groups taking part shows the wide national interest in nutrition as an important factor in building a strong nation. Numerous recommendations were made to the President on all phases of national nutrition problems. Particular attention was called to the national standards for enriched flour.

In August of this same year, public hearings were held on enriched bread. The Government has not yet officially announced standards, but recommendations have been made to the Federal Security Administrator and pending approval, many bakers are cooperating in making products which meet these requirements.

The importance of improving national health standards by using enriched flour and bread cannot be overestimated. Dr. Russell M. Wilder, past Chairman of the Food and Nutrition Board of the National Research Council, is authority for the statement that enriched flour should be used altogether by people who do not care for the whole wheat product -- and likewise, should be used for all cooking purposes when whole grain flour is unsuitable. Dr. Wilder urged "It is the job of every housewife in America to give attention to the nutritive quality of the foods she serves her

family and thus improve national standards of health." The War has made this statement even more impressive -- for every citizen is being called on to give the full measure of his strength and health in the defense of his country, whether he is in the service, in defense industries or engaged in other work. It is interesting to note that the Army is specifying enriched flour and enriched bread for our military forces.

NOTE: In broadcasting information on enriched flour here are queries frequently asked which you might like to include: 1. Must bread and cake recipes be changed when enriched flour is used? No-not at all. 2. Does baking powder, which contains soda, or soda and sour milk, affect the Vitamin B-1 added to the flour? Nutritionists say soda does destroy some of Vitamin B-1, so use no more soda than is necessary.

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U. S. Department of Agriculture

Radio Round-up on food...

Washington, D. C.

No. 12 - August 21, 1942

(For Broadcasters of Women's Interests)

FIGHTING MEN MUST HAVE MEAT

Most important news from USDA this week was about meat. Fighting men must have meat. Secretary Wickard made two radio network speeches on meat (Aug. 19 and 20) and AMA Administrator summarized meat situation in two addresses before two national groups in Chicago Aug. 17. Secretary Wickard made it clear that rationing of meat may be necessary and ceilings may be placed on livestock prices. He asked cooperation of farmers and consumers. He said Food Requirements Committee (set up to deal with United Nations and national food situation) is grappling with problem of meat supply and distribution. Estimates for total needs of US military forces, United Nations and American civilians for coming months are being made. OPA is trying to eliminate inequities in different sections of US caused by price ceilings, with meat shortages resulting in some areas.

For broadcasters' use as background material, we enclose copy of Administrator Hendrickson's address: "The Emergency Food Job" made before Int'l. Stewards' Assn. You may quote direct or summarize in your own words. AMA asks broadcasters to leave out stewards reference and talk straight to homemakers. Managing Nation's food supply is largely in hands of homemakers through wise and economical use of meat--and elimination of waste.

Here are suggestions to aid meat shortage--OPA's Consumer Division advises homemakers to buy poultry, fish and other protein foods--as cheese, dried beans, peas and lentils. Cans of fish and meat should be purchased sparingly in order to conserve supplies now on hand.

From USDA's Bureau of Home Economics comes a new bulletin "Meat for Thrifty Meals." It is designed especially to help homemakers meet wartime conditions. Topics include "Meat to fit the budget; getting the good from meat, etc.," with many recipes to aid in meat conservation. Tell homemakers they may have free copies by writing USDA, Washington, D. C.

CURRENTLY SPEAKING --

No change in tea allotments, says WPB. US is receiving steady supply from India and Ceylon and quality is good. In fact, 206 counties have received increased allotments due to war defense populations. Other areas are receiving 50 percent of last year's allotments. A change in coffee allotments is eminent, caused by submarine warfare in Caribbean. No rationing of either coffee or tea is expected, however. Broadcasters should make clear to homemakers that allotments to distributors (as in case of tea and coffee) differ from rationing consumers. Allotments to distributors in various areas (based on sugar rationing areas) is made to stretch food supplies on which war pinch has been felt.

US Department of Agriculture
Agricultural Marketing Administration

BLS AND OPA CONDUCT FOOD MARGIN STUDY

Department of Labor's Bureau of Labor Statistics in cooperation with OPA is conducting important "Food Margin Study" with eye on price controls and war conditions. Objective is to study wholesale and retail grocer operations in 56 cities throughout United States--98 of most important food commodities, as meat, bread and dairy products are included with 200 individual food items due to different types and kinds of some commodities (example, several different kinds of flours.) Results of poll expected to aid OPA on price control problems, and in eliminating inequities in national food situation. Survey will cover costs, selling prices, gross margins and total store dollar sales in about 3200 independent and chain retail stores and about 850 wholesale food dealers. Information is collected on wholesalers and retail concerns, alternating weekly. No public report will be available until about Sept. 15. Survey will undoubtedly have bearing on national food situation from standpoint of price ceilings controlled and uncontrolled food items, fixing of prices in different sections of US and general stabilization of war food emergency.

"This broad study of food distributing concerns," Price Administrator Leon Henderson emphasized, "is being made solely for the purpose of providing OPA with more complete information on grocer operations and problems; it is in no way concerned with compliance or enforcement investigations."

"OPA will appreciate the whole-hearted cooperation of both wholesale and retail grocers in providing the necessary information to BLS representatives calling on them. Such cooperation will be of direct benefit to the grocer himself, since it provides OPA with a continuous, up-to-date view of his business and price problems. Actually what it does is to provide the food merchant, through these studies, with a potent voice in shaping OPA's future policy on food products."

1943 SUGAR OUTLOOK

Sugar outlook for next year indicates consumers will receive same allotment for first 9 months of 1943 as they are now getting, providing shipping situation in Caribbean does not take a radical turn for the worse, OPA says. This will require a little more than 4 million tons, but almost an additional million tons must be kept in Nation's larder for emergencies. Estimates for Nation's supply are based upon present shipping quotas, plus accumulations due to sugar rationing. If shipping situation improves, or distribution is less than expected, extra sugar rations may be allowed.

And here's news on sugar stamps. No. 8 will purchase 5 lbs. of sugar instead of 1 lb. and may be used between Aug. 23 and Oct. 31. The quota per person ($\frac{1}{2}$ lb. a week) remains unchanged. New ruling is boon to homemakers who objected to smaller 1 and 2 lbs. packages (which had only limited sales before rationing) and will relieve wholesalers and retailers of sugar packaged in 5 to 25 lb. sizes prior to rationing.

HOMEMAKERS CAN PRESERVE FOODS BY DRYING

"Have you put up any fruits and vegetables by drying this year?" Bureau of Home Economics asks. With the need to conserve every bit of good food, and materials for canning limited, drying offers a practicable method for War days. Drying is both the oldest and newest way to preserve food. The American Indians dried corn, beans, pumpkins, berries and game before the days of Columbus. It is not too late for homemakers to prevent many of late summer and fall crops from going to waste by using this method. Apples, apricots, figs, peaches and pears are old favorites for drying. To aid homemakers, BHE has off the press a very timely bulletin: "Drying Foods for Victory Meals." It gives complete information for home drying of fruits and vegetables--kind to dry, instructions for equipment, and methods of drying. Listeners may obtain copies by writing USDA, Washington, D.C.

FOOD WILL WIN THE WAR!

Over and over again, you've repeated: "Food will Win the War!..Food is needed to fight for Freedom!..Over and over again, comes the question of why is so much food needed for Lend-Lease? We might as well face facts. For eight months U.S. has been involved in a total war effort. It is very clear that U.S. must supply a major part of food for United Nations to keep them in war, as well as for our own armed forces and home consumption. "What about those goals?" T. Swann Harding, of USDA Information Service asks and answers in July issue of Rural Electrification News: Here is summary. A child 5 years old requires about half a ton of food a year, including milk. Average family of 5 persons for a good diet requires 1525 quarts of milk, 125 lbs. of butter, 175 lbs. of other fats and oils, 675 lbs. of meat, 125 dozen eggs, 65 lbs. of eggs, 65 lbs. of vegetables, like dried beans, 500 lbs. of tomatoes and citrus fruits, 800 lbs. of green and yellow vegetables, 800 lbs. of potatoes, 1000 lbs. of flour and cereals, 1000 lbs. of fruits and other vegetables per year--and before the War, 300 lbs. of sugar. Count this up for US's 133 million people, armed and unarmed, without taking stock of United Nation's needs.

To supply these needs USDA reports highest production of any year on record but food requirements for military, civilians and allies continue to mount. Thus, although total meat supply for 1943 will be larger than last year, amount for civilian consumption may be less--especially **pork** and beef. Production of eggs and milk will be the largest on record. (Millions of 5-ounce packages of dried whole egg powder, each equivalent to one dozen shell eggs, are being sent to Britain.) Fresh vegetables will be plentiful this fall and largest pack of processed vegetables in nation's history will be turned out but armed forces and allies will take good part. Wheat supply is largest in Nation's history and fruits will be about equal 1941 supply when some high records were made. But large amounts of canned and dried fruits will be sent to armed forces and allies.

BAE Reports On Food Outlook

And here's what BAE has to say of food situation: Domestic consumer demand for farm products will continue to rise during next few months--so will military and Lend-Lease demands, although tight shipping situation is a limiting factor. Price controls have held general advances in wholesale prices--although not always to March levels, and prices of some of controlled commodities have been permitted to rise moderately. Rising costs of production, expanding consumer demand, and diminishing supplies of many civilian goods continue to press on the general price level.

Food For United Nations

Let's have a look at just what United Nations are receiving from U.S. Fruit concentrates, dehydrated foods and vitamins are being sent by USA to help ward off hunger and disease among children and civilians behind the lines.

Shipment of meats and dairy products come first. Other items sent in June are dried apples, canned beets and carrots, concentrated citrus juice, canned and dried pears, processed strawberries, lard, canned potatoes, and large quantities of grain and cereal products. New commodities delivered in June for the first time are dry whole milk, rye flour, canned turnips, parsnips, soup broths, dried currants and dried figs.

To get some idea of amounts of food which must be supplied for duration of War **AMA** has delivered to United Nations! representatives in last 15 months almost 6 billion pounds of food costing nearly 1 billion dollars. These products, many shipped in highly concentrated form, would fill a single train of freight cars stretching three-fifths of way across U.S.--or about 1800 miles. And this does not take account of what U.S. military forces will need in future.

RICE WE SHALL HAVE

Too bad that U.S. homemakers have never wholly accepted rice. Present use is confined largely to South and Southeast, where rice is used not only as a dessert, but in many dishes. A record U.S. crop of almost 75 million bushels is estimated for 1942 yield--an ample supply for home users, U.S. armed forces, exports and Lend-Lease shipments. Four states -- Arkansas, Louisiana, Texas and California -- produce entire U. S. commercial crop. Less than half is consumed in U.S. Exports and Lend-Lease account for almost other half of crop. Army and Navy are buying rice, and Cuba, Hawaii and Puerto Rico will take a good share if boats are available to ship it.

Broadcasters can do a service in encouraging eating of rice. There are good points in its favor -- rice is rich in starch and ranks high among foods that supply the body with energy at low cost. Brown rice has higher food value and more flavor than white rice, because bran and germ portions are removed in polishing, but brown does not keep as well. Last May price ceilings were set for rice but OPA will make revisions shortly, and with a record supply it is almost certain prices will be lower. Homemakers should be advised not to say just "rice" when buying it. There are several varieties to choose from, with standard U.S. grades for each variety. Grading is done chiefly on select qualities as cleanness of rice, wholeness of kernels, etc. and not on food value. Varieties also vary -- especially in cooking qualities and time required for cooking. BHE lists Rexoro, Fortuna and Blue Rose as first three in order of cooking quality. But homemakers should select by their own preference.

AMA's rice expert from New Orleans, W.D. Smith, tells us his version of how U. S. rice industry got started. Sometime around 1685, a ship from the Isle of Madagascar bearing a load of rice put into Charleston, South Carolina, because of storms. Thus by chance the first crop of rice was grown in U. S. Mr. Smith

says the accuracy of this version is vouched for in that South Carolina rice is same as grown in Madagascar.

Rice may be combined in many dishes with meats, fish, milk, cheese, eggs, vegetables and fruits. It may also be used instead of tapioca, which must be imported and supplies are short. BHE has prepared a leaflet on "Cooking American Varieties of Rice." It has excellent suggestions to homemakers in buying rice and gives recipes for rice dishes. Your listeners may have copies by writing USDA.

EVERY HOMEMAKER A QUARTERMASTER

The importance of awakening homemakers to real need of conserving food supplies cannot be over emphasized. You can help on this. The amount of food that goes into the family's garbage can seems trivial--a bad egg, a piece of spoiled meat, a slice of moldy bread -- but multiply that loss by our Nation's 34 million homes. Little everyday wastes make big yearly losses. Help America, help yourself, by fighting food waste on the home kitchen front. "Every homemaker is a Quartermaster in the Army of Food Management"--that's how one woman expressed it. Bureau of Home Economics has issued a new bulletin in the Food for Freedom Series "Fight Food Waste in the Home." Your listeners may have free copies by writing USDA, Washington, D. C.

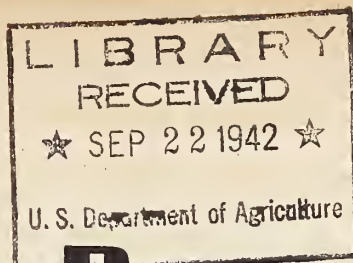
VICTORY FOOD SPECIAL

We enclose a 1-page release on Victory Food Specials for your use in talking about tomatoes--Victory Food Special August 24 to September 5 in States east of Mississippi River and north of Ohio and Potomac Rivers.

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Washington, D.C.



Radio Round-up

on food...

No. 13 August 28, 1942

(For Broadcasters of Women's Interests)

APPLES NEXT VICTORY FOOD SPECIAL

"An apple a day keeps the doctor away," --from whence it comes no one seems to know. An old Devonshire couplet gives the first quotation in the English language. Whether or not the veracity of this slogan has been tested we can't say, but there's no doubt as to the popularity and the high ranking as a food this fruit has. We might say the apple is only getting its due when it's named as a national Victory Food Special Sept. 17 through Sept. 26th. The apples to be so featured are the "soft" varieties of late summer and early fall. The types differ according to the section of the country. New England States and New York area will push McIntosh and Wealthy apples; States south of New England and New York and east of the Mississippi River will feature Grimes Golden and Jonathan. Winter apples will have their debut as Victory Food Specials during Oct. 22 to 31. An abundant crop for 1942 is estimated--about 122 million bu., which is slightly above that of last year. Processed apples will be much in demand however for shipment for military and Allies' use. Because you'll be talking so much about apples during the coming months, we're preparing special "dope" for you on this Victory Food Special. It will be sent to you shortly.

BROADCASTERS' NOTE:

Don't miss attached story: "Women in Uniform."

Have supplemental stories sent with Round-Up filled a needed purpose on your program?

SALMON SUPPLY SHORT

The Government needs canned salmon--a minimum of 3 million cases. Cannerys have been requested to offer AMA 60 percent of pack and hold balance until full extent of Government requirements are determined.

CURRENTLY SPEAKING --

From week to week Round-Up brings you news on the WAR FOOD FRONT. These hints should be used to aid the War Effort. Secretary Wickard says the management of the Nation's food supply depends on Homemakers. Now, how can you help? We report the shortages. See "Salmon Supply Short" this issue. Don't hoard salmon--instead substitute a food with similar nutritional values. Use more of plentiful foods--Round-Up gives you these. In this issue Blue Stamp Foods for September are listed. You can always count on these foods being plentiful. Homemakers can help Uncle Sam on his all-important food job!

US Department of Agriculture
Agricultural Marketing Administration

LESS COFFEE AND CHOCOLATE PRODUCTS

Beginning Sept. 1 coffee quotas for wholesalers and retailers will be cut from 75%, they are now receiving, to 65% of amounts received during corresponding period in 1941. Previous allotments would have meant about 125 million lbs. a month for US coffee drinkers. They are now cut to 110 million lbs. Normal US consumption is about 147 million lbs. a month.

And there's news on cocoa! Last May, manufacturers were cut to 60% of supply of cocoa beans received in 1941. But were allowed to fill orders for Army, Navy, USO posts and other consumers directly connected with war program. This brought manufacture of chocolate products up to 65% to 70% of previous output. Consumers so far have not felt pinch because stocks on hand were sufficient to take care of demands. But it is evident that shortage will be felt during winter months. Shortage is caused by shipping situation. Cocoa beans supplies for US come chiefly from South America and Africa.

HIGHER CEILINGS ON CANNED FOODS

Radio Round-Up has pointed out homemakers can expect higher prices on canned foods and advised canning of foods for family use to aid War Food Program. Price Administrator Leon Henderson recently announced formula for OPA's canned fruit and berry regulation for manufacturers. Indications are that advances will be 15 to 25 percent higher than March ceiling prices. Formulas were also set for pure preserves, jams and jellies, with price increases probably up to 15%. To solve problem of imported pineapple, formulas were also set for canners in our territories (Hawaii, Puerto Rico) and from Cuba. Canned pineapple has been scarce in US. New regulations seek to assure adequate supply.

Consumers may also expect higher prices on frozen fruits and vegetables shortly, probably up to 10%, OPA tells us.

- 2 - CEILINGS ON SOME FARM PRODUCTS?

Food picture looks like higher prices on some commodities. Stricter controls are in the offing. Livestock may be brought under price ceilings. OPA reports 2½ percent increase in foods which are not controlled. Secretary Wickard in address entitled "We Must Unite For Victory" (Aug. 19, 1942) called for an all-out for Victory program and signified his cooperation in working out ceiling prices on livestock but insisted on adequate protection for farmers. Here are highlights of his talk: "We can't just continue present pace and wait for Victory. It is not a time to cling to business as usual and living as usual--on home front we must wage two great battles--for production and against inflation. Farmers, despite limitations, are smashing all production records, working longest hours of any group. Mothers and children are working with men in Food-For-Freedom battle. They are being called on to produce more and more with less and less. Charges that farmers are profiteers are unjustified." Secretary Wickard added: "Farmers want action now to win battle against inflation. They favor controls clear across board. Action is being held up behind a log-jam of unwillingness of each of great economic groups to accept controls unless controls are placed on others. Farmers are ready to lead in breaking the log-jam."

Copy of his address is available on request

BLUE STAMP FOODS FOR SEPTEMBER

Blue stamps will purchase all fresh vegetables, including Irish and sweet potatoes, fresh pears and apples, shell eggs, corn meal, hominy (corn) grits, dry edible beans, wheat and self-rising flours (both plain and enriched) and whole wheat (Graham) flour. Peak of marketing season for peaches, plums and oranges has passed and supplies are less plentiful--so these have been removed from list. Butter is also off the list. Blue Stamp Food Plan is designed to widen marketing channels for plentiful foods, thus encouraging farmers to keep food production at peak. Tomorrow's food needs for U.S. and United Nations cannot be defined and we must be prepared to meet any emergency. Blue Stamp Foods aid War program, farmers and consumers alike. (For information on operation of Food Stamp Plan write AMA, U.S. Dept. Agri. Wash., D.C.)

WOMEN IN UNIFORM

(Release, August 29, 1942)

(Prepared exclusively for "Radio Round-Up
on Food." This material has been approved
by War Department for use by broadcasters)

A historic event in our Nation took place Saturday, August 29, 1942, at Ft. Des Moines, Iowa, a central point in the vast expanse of this country. The time was 10 o'clock in the morning. The bugle sounded assembly--the drums beat--the parade ground echoed with marching feet--the sharp, brisk orders were the same as heard on any military field--but the soldiers were different. Heads erect, shoulders back--straight, slight bodies wearing olive drab uniforms--the same color as worn by all of Uncle Sam's soldiers. The occasion was the graduation of the first United States Women's Auxiliary Corps. Four hundred and thirty-six women received certificates of officers' commissions from the hands of Major General Frederick E. Uhl, U.S.A., Commanding General of the 7th Service Command, which includes the Ft. Des Moines area. Col. Oveta Culp Hobby, Director of the Corps, was present. So was Representative Edith Nourse Rogers, the "angel" of the Auxiliaries. It was her vision and sponsorship of the bill in Congress, that was responsible for creating this first Women's Army Corps.

The origin of this Corps has been sung by press, radio and motion pictures. Mrs. Hobby succinctly set traditions for these officer recruits in her opening address at Des Moines at the beginning of their training on July 20, 1942:

"You are the first women to serve in an auxiliary force with the Army of the United States. You do not come into a Corps that has an established tradition. You must make your own. But in making your own, you do have one tradition--the integrity of all the brave women of all time who have loved their country. You, as you gather here, are living history. On your shoulders will rest the military reputation and the civilian recognition of this Women's Army Auxiliary Corps. From now on, you are soldiers, defending a free way of life. Your performance here, in the field, and abroad, will set the standards of the Corps. You wear the uniform of the Army of the United States. Respect that uniform. Respect all that it stands for. Then the World will respect all that the Corps stands for."

Qualifications set for these officer candidates make this first women's army a truly democratic group. Neither race, creed nor color, married or single status barred a woman. Age there was--between 21 and 45 was specified, but a few women up to 49 years were selected because of the need of their special abilities. No attempt has been made to determine either the faith or nationality of these women. WAAC officers say proudly there is a great diversity. Two companies, with 40 negro women officers, will be included in WAAC ranks. These officers are among the graduates of the first class. Almost 80 percent of the entire class of officers have college backgrounds--most of them are graduates--and more than 30 different schools are represented. College women were selected chiefly for this first group because they had already received

training in leadership--which is greatly needed now. But the Corps includes women of almost every profession--teachers, musicians, writers, social workers, physical education instructors, and nutritionists. Women from the nursing field, the stage, the business world, clerical fields, stenographers, and college graduates who had never had a job--in fact, women from every station of life and from every section of the United States, North, South, East, West and Middle West are in the WAACs ranks.

"Keeping fit," is a "must" with these women. They were selected by regular army specifications as to size, height and weight. Mental alertness and a personal interview to determine whether her personality would adjust to rigid military discipline and if she had the qualifications to develop "leadership," were other WAAC considerations. The women must maintain these rigid requirements set for them. The importance of food to physical health, as well as mental stamina, personality and general disposition has long been established. So here's news straight from the War Department on what the WAACs are fed to keep fit.

Major Albert J. Youndt of the Subsistence Division, Quartermasters Corps, helps plan the food combinations for most soldiers of the U. S. Army--men and women. His able staff of specialists prepares the Army's master menus--those enormous menus which are made up on a monthly basis with three meals for every day. Ninety complete and well balanced meals must be planned once a month for these master menus, and most soldiers in the U. S. Army are fed from their pattern. Major Youndt has the assistance of a number of able men and women on his staff. One of them is the well-

known Miss Mary Barber, of the dietetics field, who was loaned to the Army as Special Food Consultant to the Quartermasters Corps. Major Youndt's own record shows years of experience in menu planning. Feeding an army is no new experience to him, but helping plan menus for a Women's Army is new.

Now, on with the mess! The WAACs to date have been only "privates," so they were served meals similar to those of other enlisted soldiers. And they gathered their food standing in line--cafeteria style--using the same regular army sectional mess tray as the men. It is made of metal--and it has six compartments, one each for soup, meat, vegetables, special foods and beverages. Twenty-one WAACs serve as assistants at each meal when the girls line up for chow. No dainty eaters are these women soldiers. Their officers report that at first a few were "choosy" and left food on their plates, but drills and plenty of strenuous physical exercise whetted their appetites so that now they eat almost as much as any regular soldiering man.

Here's a pattern of their army life. Reveille is sounded at 5:45 a.m., which gives 15 minutes to don army uniform and to be out in front of the barracks for roll call. Then back to their rooms for a more careful dressing and straightening up of quarters. A half hour is allowed for this. Breakfast lasts from 6:35 to 7 o'clock and after this, the girls report any sick call. At 7:20 the day's work really begins. First comes drill and inspection on the parade ground. Classes with lectures, drills and physical exercises take up the major part of the day from 8 a.m. to 4:30

in the afternoon. Lunch and rest period, from 12 to 1 p.m., break the day. Dinner is served from 5 to 6 o'clock. Two study periods, divided from 6 to 7:50 p.m., complete the day's work. WAACs may attend both periods but they must attend one. "Taps" is sounded at 9 o'clock. At 10:45 they must be in quarters for bedtime comes at 11 p.m.

And it's no wonder the girls work up healthy appetites when you glance over the day's schedule. The varied subjects crowded into the busy six weeks' training period include: military courtesies and ceremonies, military discipline and drill, military hygiene and sanitation, first aid; gas mask drill, aircraft identification, defense against attack, camouflage, cover, concealment and dispersion; methods of training and leadership; care of clothing and equipment; map reading, public speaking, mess management and mess life requirements. The study manuals are those regularly used by the Army, supplemented by special WAAC studies. Now--are the WAACs regular soldiers?

Back to food. Let's take a look at the menus. Like all army meals, the Master Menu is followed but substitutions are allowed for certain foods, according to their availability. All bread is supplied from the Post Bakeries and it must be made from ENRICHED FLOUR. Since women must watch the weight scales--a special effort is made not to give the WAACs too many starches. A plentiful supply of fresh fruits and vegetables is always specified on the Master Menu--for both men and women--so the girls are assured of getting their vitamins and minerals. Seasonal fruits and vegetables are bought chiefly from local markets. And you can bet the

WAACs get their Victory Food Specials! In the winter, canned or dried fruits and vegetables will be substituted for the fresh.

Victory Food Specials and other fresh fruits and vegetables are purchased by the Army's 30 Quartermaster market centers, located in the nine Service Commands throughout the United States. Each market center serves the military units within its area as far as possible. And there is no division as to what Army unit wants the food--WAACs or other Army branches are served alike. AMA's extensive marketing service cooperates with the Army in seeing that Uncle Sam's Army has an abundant supply. As always, the slogan is: "Uncle Sam Comes First." The Agricultural Marketing Administration also aids the Army in the purchases and inspection of vast quantities of processed foods. Back in February 1941, the Army asked the cooperation of AMA on this job. Specifications for these foods were made by the Army and three central purchasing depots were set up--at Chicago, Jersey City, and Oakland, California to supply Army demands.

The big meal is "dinner" served at noon. The evening meal is "supper." This follows the same Army style as for the men. Here is a typical day's menu, which was served Saturday, August 15. For breakfast, the girls had fresh peaches with milk or cream, assorted cereals, hot cakes and country sausages; dry toast with apple butter or jam, and coffee or milk. For dinner, they had vegetable soup and crackers, baked beans with tomato sauce, hot buttered beets, combination salad, pickles, corn bread, and for dessert, peach pie. The drink was coffee or iced tea. For supper, the menu called for hamburger steak, baked potatoes, spinach, apple and

celery salad, bread, butter and jam; and rice pudding with coffee or chocolate milk completed the meal.

So far, the officers say not a single woman has complained of overweight. But if it occurs, the WAACs have trained physical education instructors and dietitians who know how to take care of such problems.

Now girls, before you go soldiering--just a word of advice. : And remember, the WAACs are still open for enlistment. As a matter of fact, enlistment for the 25,000 auxiliaries envisioned for this Women's Army has just begun. The Army was started with the selection of 1300 officer candidates last June. The first group of 440 has just completed its six weeks' training courses--from July 20 to August 29. After this, they will be assigned to 2 weeks intensive courses at army camps and posts. Some will go abroad almost immediately. Others will go to the Aircraft Warning Service and the Nine Service Commands (Army divisions by area in the United States) where they will be assigned to duty in clerical, transportation, communications and other positions. Training classes for the officer recruits are continuous. About 100 women are being called each week. By November the last of the officer recruits is expected to be in service. Upon completion of their training period, those who do not qualify as officers will receive ratings as non-commissioned officers, or will be given certificates of capacity which will entitle them to be commissioned as officers when they are needed.

Officers make up only a small part of the Army, however, Clerks, cooks, bakers, cafeteria dietitians and cashiers, hostess aids, switchboard

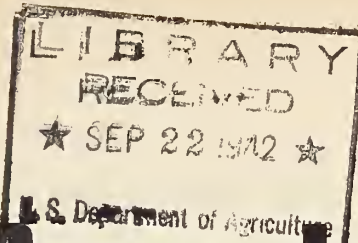
operators, receptionists, library aids, secretaries and many other positions need to be filled. Enlistment for auxiliaries or regular women soldiers has been open since July 20 and training started about the middle of August. About 400 recruits a week are now coming to Ft. Des Moines to receive training. By the end of October this is expected to be stepped up to 800 a week, so that by November the Women's Army will number about 7 thousand who have received basic training. All officers in the future will be chosen from these recruits.

The army says that the familiar slogan: "Uncle Sam Needs You" means women as well as men now. The full number of 25,000 Women's Army Auxiliary Corps, is expected to be reached by May 1943--so girls, here's your chance. The food is good and you can get along on the pay--but no dependents, says Uncle Sam. Women applicants cannot be enrolled as auxiliaries if the applicant has one or more children under 14 years of age. And you must be in good health, of excellent character and between 21 and 45 years of age.

* * * * *

NOTE TO BROADCASTERS: The Women's Army Auxiliary Corps, Washington, D. C., can supply you with a leaflet giving information and data on enlistment, qualifications, etc., if your listeners respond with calls. Or get in touch with your local recruiting station.

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Radio Round-up *on food...*

Washington, D. C.

No. 14, September 4, 1942

(For Broadcasters of Women's Interests)

AMA IS DOING GIGANTIC WAR JOB

To get some idea of gigantic job USDA's Agricultural Marketing Administration is doing on War Food Program, here is summary of a talk made by Arthur C. Bartlett, Chief of AMA's Marketing Reports Division, on a recent Farm and Home Hour broadcast. (AMA created on Feb. 23, 1942, is result of consolidation of Agricultural Marketing Service, Surplus Marketing Administration, and Commodity Exchange Administration, and today is the greatest food-buying and food distributing agency the world has ever known.) "AMA purchases between 5 and 6 million dollars of food a day for United Nations and domestic purposes." The list includes some 300 farm products. Food purchase programs for United Nations are planned for a year in advance but continual conferences are held as food situations keep changing--especially when you are feeding armies in actual combat. Some considerations are--what foods are vital and about how much can be bought and shipped in a given period of time. AMA must be prepared to fill cargo ships--with right food--as soon as they get to port. That means we have to have a lot of foodstuffs on hand at a lot of different points. Naturally, buying is done in large quantities. AMA announces what it wants to buy and specifications.

CURRENTLY SPEAKING --

On Sept. 7 the U.S. observes its first Labor Day in World War II. Organized labor has selected the slogan--"Free Labor Will Win." In observance of this motto critical war industries, shipyards, mines and other industries are working a full day--or pausing briefly during the day's work. New Year's, Washington's Birthday, Memorial Day and Independence Day are expected to be observed likewise. Six Liberty Ships--named for six American labor leaders--are to be launched on Labor Day. Farmers in midst of record crop production are working the longest hours of any group. Many of the young men on farms have been called to service but the Food-for-Freedom program goes on because women, girls and old people have joined in the farm effort--doing regular farm labor besides jobs they've always done--gardening, poultry care, cooking, canning, laundry, cleaning and sewing. Farmers and farm women deserve a special tribute on this Labor Day. The homemaker, likewise, has a continuous job in America's fight for freedom. As a quartermaster in the Army of Food Management--her job in looking after the welfare of her family, besides many volunteer services, never ends. Farm women and city homemakers are important in the War Program. Acknowledgment of that fact appropriate on Labor Day and any other day. "Secretary Wickard Says"(this issue).

US Department of Agriculture
Agricultural Marketing Administration

AMA IS DOING GIGANTIC WAR JOB (Cont.)

"This information is sent to the trade, cooperatives, wholesalers and big handlers who can deliver quantities. Contracts are then made. Since March 1941, foods AMA has purchased would fill one thousand medium cargo ships. For example, recently WPB reserved entire 1942 salmon pack so that AMA could fill requirements for U.S. Army, Navy, and for Allies' armed forces--U.S. civilian trade gets the rest. Dried fruits have also been reserved for AMA. A less drastic method is to ask the trade to sell us a certain percentage of their production. We have done that in the case of pork--asked for 40 percent. AMA also operates local purchase programs buying direct from farmers, farmers' markets, cooperatives or regular commercial wholesalers. Abundant foods are thus purchased for direct distribution to public aid families and for the School Lunch Program in an effort to support farm prices and keep farm production at peak so farmers can meet emergency demands for war food program."

COMMENTS ON MEAT SITUATION

We sent you press releases on meat conservation program earlier this week, but here are other notes for your comment: Homemakers can help situation by stretching available meat supply. Serve less beef and pork--meats needed by armed forces. Instead, use cheese dishes and other foods of high protein value. Dishes like stews, hashes, patties, and so on, save meat supply. Too, meat trimmings and bones may be utilized for cooking--for example, in making soups, and don't forget to save for fats campaign. Adding vegetables, using sauces like cream tomato, or brown, and combining meat with breadcrumbs, rice, spaghetti, biscuit or pie crust and potato, are other ways to stretch meat supply. Tidbits that make a meat pie one day can be used to make chop

suey the next day, or a baked spaghetti dish. BHE says experiment with stretching meat flavor. It's an art worth knowing in wartime.

1942 lamb crop is about 2 percent smaller than record 1941 crop. Estimate of this second largest record crop is about 32 million head. Drop is due chiefly to smaller lamb crop in Western Sheep States because of unfavorable weather at lambing time. Almost 50% of U.S. lamb consumption is in Eastern United States in States north of Potomac River; West Coast States consume about 35% of annual crop and rest of country 15%.

And here's really good news--the 1942 turkey crop is 1 percent less than record crop of 1940 but 1 percent more than in 1941. Estimate is US will have 33,786 thousand birds to eat. By areas, this is how we stand on turkey; North Atlantic and East North Central States report increased crops over last year. The South Atlantic has a record crop, South Central States and Western States crops are about the same as last year but West North Central States, which produce about a third of the U.S. crop, show a slight decrease. Turkeys are expected to be shipped to market earlier this year--more than half of crop by November, 35% for Christmas and New Year markets and about 10 percent after the New Year. West North Central States, followed by South Atlantic States send their turkeys first and Western States are last to move turkeys to market.

From West Coast (San Diego Poultry Journal) comes suggestion that rabbit has its place in Food for Freedom program. About 90 days are required to produce young edible rabbits and the meat is white and finely grained. Older and heavier rabbits may be used for a fricassee or a roast.

SECRETARY WICKARD SAYS:

"Our American wartime farm labor program is in the most direct contrast to the

SECRETARY WICKARD SAYS (Cont.)

farm labor programs of our enemies. It is a part of wartime operation of our democratic system. Under our system, a man-hour of free labor will produce more food for freedom than a day of forced labor in the Old World can produce of the black bread of slavery."

DEHYDRATED MEATS BOUGHT BY USDA

Dehydrated foods have been much in news. Round-Up has emphasized their importance to Army and Navy, as well as United Nations because of saving in shipping. USDA has just announced its first purchase of dehydrated beef for United Nations' fighting men and other war purchases--80 thousand pounds or 40 tons. Fighting men must have meat so if homemakers' supplies are cut short somewhat--remember it's all for Victory. AMA officials expect meat dehydration program to reach rate of 60 million pounds' output annually by end of October. Dehydrated pork is on buying list of AMA when new fall pig crop is available.

Meat continues to be first on list of commodities purchased by AMA for United Nations but there was a decline in July compared to June, attributed to temporary halt in buying pork products. Vegetables, fruit, fish, fats and oils and vitamin concentrates were bought in increasing quantities in July. Commodities bought in July for the first time included--in addition to dehydrated beef--processed raspberries, frozen pork livers, frozen beef kidneys, frozen pork kidneys, dairy and poultry feeds, dry salt fish, chicory seed, caraway oil, cod liver oil, halibut liver oil, sassafras oil, green coffee beans, and naval stores commodities needed for war purposes. Large purchases of pork products, dehydrated potatoes, dry skim milk, cheese, dried eggs, cornstarch, oleo-margarine, laundry soap, and rosin were also included. Note the dehydrated products on the list--and here's further indication of what dehydration may mean in future--USDA is planning two schools for training commercial dehydrators. AMA and Agricultural Research Admin. are jointly sponsoring program. USDA's Western Regional Laboratory at Albany, California, and a large commercial canning plant at Rochester are selected as training laboratories. Schools of two weeks' duration will start at Albany

about middle of September and at Rochester middle of October under supervision of Bureau of Agricultural Chemistry and Engineering. Courses will consist of plant and classroom work in different phases of dehydration with several commodities and attendance is by written invitation from USDA. Program is designed to insure production of highest quality of dehydrated vegetables for military forces of U.S. and United Nations.

WAR CHANGES IN AMERICAN LIFE PATTERNS

How America is facing wartime conditions is shown in a nation-wide survey on family spending and saving being made jointly by USDA's Bureau of Home Economics and Labor Department's Bureau of Labor Statistics. Report covers first three months of 1942 compared to an average quarter in 1941. Estimates are based on averages of a cross section survey among Nation's consumers. Of course, there are many exceptional cases in all groups. City consumers were interviewed by BLS agents and rural consumers, both farm and non-farm, by BHE agents. Non-farm figures include city and rural non-farm consumers. Estimates are preliminary (especially for consumers above \$5000 levels). A final report, including data from other Government sources is now being prepared.

1. Credit lines have tightened. Rationing of new cars and decrease in production in house furnishings, equipments, etc., have reduced consumer buying. Both automobile purchase and operation and house furnishings, and equipment purchases among middle income families showed a decrease of a fourth below 1941 purchases.

2. In making survey consumers were divided into family units of two or more persons, and single consumers. Six-sevenths of consumer units consisted of families, one-seventh were single consumers. Single consumers were predominant at lower income levels and families at higher levels--but both were found at all income levels.

3. Nation's families and single consumers savings have increased--chiefly in form of war bonds and stamp purchases, which began to form a regular part of their saving plans. Higher taxes were paid in first quarter of 1942 compared to 1941. Sixty-five percent of rise in money incomes of middle income consumers went to enlarge his savings--about 47% higher than in

WAR CHANGES (Cont.)

1941. Although larger, personal taxes still took less than one percent of incomes at \$1500 level.

4. Family incomes have risen in 1942. The middle income family earning \$1480 in 1941 would receive \$1540 in 1942, based on first quarter earnings, or a 4% rise. One-half of Nation's families received incomes below these amounts in each period.

5. City workers worked longer hours at increased pay rates. Farmers, whose crops were sold in first quarter of 1942 showed increased earnings but others, who had not marketed their crops, reported a decline in cash incomes.

Changes in buying by middle income families since war showed 5% less money spent for clothing, although prices were higher--perhaps due to unusually heavy buying latter part of 1941. Less was spent for recreation, including radio purchases and upkeep. No doubt this was partly due to duties as air raid wardens, Red Cross and other volunteer war activities. However, more money was spent for food, housing, medical care and miscellaneous items. Increase in food expenditures was less than the rise in food prices in 1942 period. The rise in medical care expenses is seasonal in winter months. Greater fuel requirements in winter, higher rents in defense areas and some rise in fuel prices accounts for part of higher housing expenditures.

An interesting contrast between farm and urban consumers at middle incomes shows that farm families received the value of about \$581 in food (including home-grown), housing, clothing, and furnishings either as pay, gifts, or relief that required no direct cash payments, whereas urban consumers received only \$157. However, these benefits were lower in '42 than '41. Farm dwellers spent more both in 1941 and 1942 for automobiles, house furnishings and equipment than urban residents--automobiles are essential to farmers and farm houses are rarely rented furnished. In 1941 farmers spent more for medical care than non-farm consumers. The 1942 report showed that farm consumers below \$1500 level spent more for clothing--but less for food than non-farmers, and even less for housing expenses. Farmers also spent less for household operations, recreation, tobacco, and for transportation, other than automobiles. Farmers with \$500 to \$1000 incomes saved a little over 5% of their incomes while city and village consumers at this level showed deficits of about 5%. Farmers with incomes above \$1000 also saved more than non-farmers

with this income. Compared with 1935-36 when a similar survey was made, and which reflected heavy buying after the low depression era, 1941 shows higher clothing and house furnishings expenditures. This indicates that consumers have fairly good stocks of equipment and clothing to face curtailed production of durable and semi-durable goods of the War years.

SEPTEMBER CONSUMERS' GUIDE

As always, Consumers' Guide, published by USDA's Consumers' Counsel, offers you excellent source material for your broadcasts. Here is summary for the September issue:

1. Food moves to the Front--Are America farmers on the firing line? You can bet they are! Billions of pounds of America foods sail the 7 Seas to give strength to United Nations' armies fighting for freedom.

2. Honors for Home-Fronters--A timely story on School lunches and what Barbour County, West Virginia, is doing. School lunches are playing a vital part in War Program in keeping America's children fit. Push this program hard.

3. Rent Control Comes to Milltown--Housing and rents are front page news today.

4. Facts the Flahertys Learned--Gives questions commonly asked about Rent Control--and the answers, of course.

5. Is Your Medicine Chest Ready for Emergencies?--Just another way of saying it wise to be prepared for the little day by day aches, cuts, burns, etc.

6. How Many Times Have You Been Stung?--A story on AMA beef grading. With rationing of meats in view, homemakers should know the kind of beef they're buying. (And for this story, you may offer free copies of a pamphlet "Buying Beef by Grade." Tell homemakers to write USDA, Washington, D.C., or send their requests to us.)

GET YOUR VITAMINS

Now that fall is here, and school has started, we're all swinging into heavier war schedules. It's important to call homemakers' attention to the fitness and strength we get in vitamins. Bureau of Home Economics recently issued a folder "Vitamins From Farm to You," that tells the story of vitamins in everyday language. It tells why we need Vitamins A, the B group, C, and D--what each does for us, and with a simple little chart shows what foods contain these vitamins. USDA has a good supply of these folders. Every homemaker should have one. Tell them to write USDA, Washington, D.C. or you send their requests to us for "Vitamins From Farm to you."

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Radio Round-up *on food...*

A Service
For Radio Station Directors of Womens' Programs

Washington, D.C.
Sept. 11, 1942 - No. 15

SO CABBAGES ARE KINGS

The time has come when cabbages are kings—at lease, kings of the vegetable Kingdom during the period Sept. 28 through Oct. 10, for the USDA has designated cabbage as a Victory Food Special in 27 States. Included are the New England States, New York, New Jersey, Pennsylvania, Delaware, Maryland, the Virginias, the Carolinas, Iowa, Georgia, Kentucky, Indiana, Indiana; Illinois, Missouri, Michigan, Wisconsin, Minnesota, the Dakotas, and the District of Columbia. The kind of cabbage on most markets will be the domestic type—a favorite with sauerkraut makers and good for cooking too. The National crop of Domestic type cabbage is over 4000 thousand tons—more than 40 thousand tons above the average crops. Homemakers throughout the nation are asked to add more cabbage dishes to family menus. There's a war angle on this emphasis of eating cabbage. Prior to Pearl Harbor a large part of the domestic type of cabbage crop was sold to sauerkraut manufacturers but due to the shortage of tin, severe restrictions have been planned on canning tins for civilian foods. This means manufacturers must resort to putting up sauerkraut in bulk, in pails or other wooden containers. Only a small part of crops has

(Cont'd on page 2)

CURRENTLY SPEAKING—

We're enclosing special material on apples for use during Victory Food Special Sept. 17 to 26th. The Department of Agriculture is buying apples for AMA's nation-wide school lunch programs. Last year fresh apples were eaten by more than 6 million children in 93,000 schools participating in school-lunch programs. Getting children to eat fresh fruits and vegetables means building strong healthy bodies. This year, it has an added war purpose. We need the processed foods to send to American soldiers and our allies. The Department will confine its purchases mainly to apple-growing areas suffering from adverse marketing conditions due to less of export markets, restricted transportation facilities and other wartime factors.

AMA recently announced that it will pay ceiling prices for packed dried apples. The entire pack of these apples has been reserved for Government purchase so that pressing military and Lend-Lease requirements may be met. Other dried fruits reserved for Government purchase for these same needs are pears, peaches, apricots, prunes, and raisins. Too, the 1941 carry-over of these fruits have been frozen in packers' hands for our fighting men and allies. That portion of the supply (1941 and 1942) not purchased by the Government will be released and sold to civilian consumers.

US Department of Agriculture
Agricultural Marketing Administration

been handled this way in recent years as consumers prefer tins. Later, we will send you material on this in helping homemakers adjust to change--Now, emphasis should be put on eating cabbage as a Victory Food Special since the Domestic type cabbage now in season cannot be stored for winter use. The variety of ways of serving cabbage are endless. Cabbage cooked--and caution that a few minutes' boiling is long enough--or cabbage raw--in cold slaw, or in salads with mixed vegetables and fruits, fit into families menus. Too, these salads may be made into gelatin molds. Cheese combined with cooked cabbage or served with cabbage salads make tasty dishes. Combinations of Victory Food Specials, apples and cabbage--with carrots added, are excellent war dishes with "umphs" of food value. Cabbage has mineral and vitamin content--and is one of the lowest priced vegetables. It is on the Market practically the entire year through and is grown in almost every state of the Union. Push it nationally.

REFRIGERATORS FOR SALE

For Homemakers who haven't a refrigerator--an opportunity! WFB has just released approximately 50 thousand domestic mechanical refrigerators for sale to general public, which had been frozen in dealers and distributors hands since last Feb. 14. This release affects independent distributors holding gas and electric refrigerators; but kerosene-operated mechanical refrigerators are not released. Consumer buying a refrigerator must certify in writing that he has no other refrigerator equipment at his disposal and sales must be made through normal outlets of independent distributors. Refrigerators released are chiefly of the deluxe type, but suitable for military and other war uses. It was estimated 615 thousand refrigerators on hand June 15, 1942 but Government requirements through June 1944 are not expected to total more than 465 thousand. Production of refrigerators was discontinued April 30 and no more will be manufactured until the end of the war.

NOTES FROM OPA

Christmas is in the distance--but not too distant, as we are reminded with announcement from OPA of special price procedures for holiday candies and chocolate-covered cherries sold at "close-out" prices last March. These candy regulations apply only to manufacturers. Regulations covering wholesalers' and retailers' prices will be issued by OPA in near future. More about this later and what it will mean to consumers in price control.

Consumers may expect to pay exact amount--and no more--of raises on packers' maximum prices on 1942 frozen fruit, berry and vegetable pack. OPA also says canners who sell standard grades of peas and tomatoes to the commercial trade at USDA support level prices must not add any additional charges for brokerage or other services.

Consumers may expect higher prices up to 18½ percent for canned apples, applesauce, apple juice, cider and dried apples of 1942 pack. OPA announced apples processors would be permitted increases to meet higher costs to farmers in producing and harvesting apples. Dried apple prices in East are two cents a pound higher than in West. Differential is to encourage drying of apples in Eastern areas to meet unusual military demands. This means that, when practical, homemakers should can and dry apples for family use. It will help the family budget and free a larger commercial supply for army and allies.

A new price-schedule setting ceilings for soft drinks indicates consumers may expect a slight raise in prices on soft drinks put up in quart bottles--perhaps a cent.. Nickel bottle drinks will not be affected and 85 percent of soft drinks are sold in these bottles.

Additional sugar allotments have been made by OPA for industrial areas where populations have increased substantially.

Under OPA's food rationing regulations for the Virgin Islands, wheat flour is latest commodity to be rationed there.

"What is the food situation going to be in this country during coming months?" is a question frequently asked by homemakers. USDA economists recently presented highlights of our national food picture, which should aid homemakers in feeding the family, planning meals, buying and cooking food when they know which foods are plentiful and those that may even be scarce. American farmers--at Secretary Wickard's Food for Freedom appeal in 1942--are now producing 9 percent more food than last year, and more food than the U.S. has ever produced in one year--but needs are greater. Last year's was the record production up to that time. The food supply for civilians this year will equal the amount consumed in 1941--but consumers have more money to spend and are eating more! War industry workers in munition, tank and plane factories need more food to keep fit for heavy work and they have the money to buy it. So they are using more meat, poultry and dairy products.

On the list of plentiful foods are cereal or grain foods, lamb and mutton, poultry, dairy products and most fresh vegetables. We will have about the same supply of these foods as last year. Other foods--not so plentiful--will be sugar, canned foods, beef, pork and possibly lard. Homemakers will take the hint and plan their meals accordingly. Some suggestions to pass on to them: Your cook book will give a variety of dishes you may prepare using these foods. Look for the recipes showing different ways to serve whole-grain foods, different kinds of breads and cereals. Try cooking lamb and mutton in different ways, and cheese, eggs and poultry may be used in a variety of dishes. But forget the can opener. The practical homemaker will lean more and more on home canning, drying or storing foods. If you have a fall garden how handy it will be in supplying fresh vegetables!

OPA OPENS NATION-WISE DRIVE ON MEAT PRICES

In an effort to control prices, substantially the entire meat industry, with exception of retailers already licensed under General Maximum Price Regulation,

was brought under licensing control by an OPA order effective September 8. Order automatically licenses all packers, wholesalers and custom slaughters, and requires a license for selling any meat or meat product subject to price regulations. This includes pork, beef, veal, and lamb, and virtually all wholesale and retail cuts except mutton. Licenses will be suspended for violation of price regulations.

And to show OPA means business in controlling meat situation a nation-wide drive was begun Thursday, September 3, against violators of price ceilings on beef and veal in 18 cities, to compel compliance with price regulations under a former OPA order. Over 100 U.S. meat packers and wholesale distributors are involved. OPA says most of violations are for "up-grading" of beef and veal, although many are due to over-charging. Others were for failing to issue invoices, or for making incorrect invoices. "Up-grading" consists of stamping and selling meat which is inferior at prices established for higher grades. Regulations require all wholesale meats must be accurately stamped and must not be sold at prices in excess of legally established maximum prices for particular grades.

YES, WE HAVE NO BANANAS

Sharp curtailment in imports of bananas is likely to continue for duration of war the Bureau of Agricultural Economics tells us--and total U.S. fruit production in 1942-43 may be slightly less than 1941-42. Supply of fresh fruits for domestic consumption may be considerably less due to increase of 10 to 15 percent in canned fruits and juices and 25 percent greater pack of dried fruit--a large part of these to be used for military purposes and shipment to allies. Early in August WPB froze 1942 production of six major dried fruits as well as carry-over record production. The commercial apple crop is estimated to be about the same as 1941. Good news is that condition reports indicate that production of orange and grapefruit from the bloom of 1942 may be the largest on record.

LET'S NOT FORGET --

What a good thing it is to live under the Stars and Stripes. We hope you think of this often, especially during these War days, and are grateful for this, our country. But if you're not prone to count your blessings--here's news from Axis countries and of the conquered people of Europe living under Axis domination to ponder on.

In Bulgaria--Farmers may retain only about 400 grams of wheat and rye for their own use compared to 900 grams in 1941. The sale and consumption of meat was prohibited from Aug. 21 to 27.

In Estonia--Most of fish catch has been sent to Germany. A shortage of salt has made it difficult for Estonians to preserve fish Germans allowed them to keep.

In Denmark--In Copenhagen a complete shutoff of household gas is expected this winter. Community kitchens are preparing to serve 250 thousand meals daily. And it is reported that Danish patriots sabotaged 120 thousand cans of meat to be sent to Germany by placing metal chips inside the cans.

In Germany--Press statements indicate food situation has not improved in late July and farmers were urged to increase deliveries.

In Hungary--Youth camps to train 10,000 young men and women, between ages 19 to 21, are being set up. Under plan a total of 2 million young people will be taken into National Service for work on farms, in homes, in police work and in other occupations.

In Italy--The Italian press says street cars are to be used to deliver food to retailers to save automobiles and motor fuel. Another paper reports large salvage operations, to recover coal from the bottom of harbors in Italian ports.

In Latvia, Lithuania and Estonia--Nazis called on farmers to deliver harvests as soon as possible, saying that a modest amount of industrial goods was available for exchange and that sacrifices farmers were being asked to make were no greater than those of German farmers. It was pointed out that "farmer" signifies honor and obligation, that farmers must daily prove their moral and legal right to property, and those failing in their duty

would forfeit their farms.

In Lithuania--The death penalty was announced to stop black market activities--especially prevalent in supplies of butter, fruit, liquor and mails.

In Netherlands--3 million Dutchmen are to be transferred from their own country to Nazi-occupied areas of Eastern Europe. A new decree says farmers who fail to deliver to Nazis prescribed amounts of produce or who fail to farm the land according to official plans will lose their farms.

In Norway--Only children under 5 years of age and sick people may receive milk, it is reported. Fish rationing for the first time in history of Norway--became effective in certain areas on September 1. Entire catch is delivered to German agents and buyers who permit Norwegians to retain only second quality fish. One report says shortage of fish is caused by lack of fuel for boats. Famine conditions are reported in some areas of Norway but quantities of fish and potatoes are being sent to Germany. Recently two ships arrived in Oslo to land potatoes, Norwegian stevedores refused to work and loading was finally done by Russian prisoners. Prisons are filled to capacity, so all short-term Norwegian prisoners are sent to work in agriculture and forestry. Farmers' entire harvest must be delivered to the State. Rationing of fruits and vegetables is to be enforced as of Sept. 15, because of poor crops, it is said.

In Serbia--Ministry of Food announced additional watchmen have been appointed to prevent destruction of crops.

In Ukraine--Nazis told Ukrainian farmers land would be returned to private ownership under Axis; instead peasant activities are more rigidly controlled than under the Soviet collectives.

BROADCASTERS: We promised you some background information on apples -- here it is for your use in talking about apples. There will be another Victory Food Special on apples in late October and this material is prepared so you can use it now and later. Emphasis is being placed now on early fall apples of the "soft" varieties which do not store well -- so push canning of apples. The types of apples and seasons of ripening vary in different communities. Play up marketing information which fits your locality.

History records many interesting stories about the apple. You know the one of how William Tell shot an apple off his son's head and thus started the Swiss on their struggle for freedom from tyranny. Apples today are playing an important part in our Nation's War for freedom -- just how important, we're going to tell you! But going back to earlier American history -- did you know that a gift of several barrels of Virginia apples to an English Queen was responsible for the lifting of an import tax on American apples and building goodwill between England and America. If you're thinking of Sir Walter Raleigh and Queen Elizabeth, you're wrong. Queen Victoria received these Albemarle Pippins from Arthur Stevenson, the American Ambassador to England, during the first year of her reign.

But back to the first apples of America. Different varieties were brought here from Holland by the Dutch, who settled in New Amsterdam, and started the acres of beautiful orchards you can see growing in New York State today. Other settlers came from France, Germany and the British Isles and brought their favorite varieties. It has been said that these immigrants settled in America wherever they found the soil, climate, and other conditions akin to their native land. Perhaps this accounts for the statement that more than 7500 varieties are said to have been grown in the United States. We do know that as long ago as 1647 Colonial planters experimented with apple grafting, using the European varieties and the native apple trees. Today the United States produces one-third of the world's crop and has one-third of the world's acreage in apple orchards. This year our commercial crop is estimated at 126 million bushels, which is certainly a bumper crop. Although apples can be grown in every State of the Union except Florida, the commercial crop

is produced by 36 states.

In speaking of the history of apples in America there is one unforgettable character to whom this country owes a great debt -- Johnny Appleseed. He was a folksey old man from New England, who started a nursery on the banks of the Ohio River near Pittsburgh when this region formed a part of the great Northwest Territory. As the pioneers came through on their trek Westward, Johnny Appleseed gave them saplings or apple seeds to start orchards when they reached their new homes. He became so imbued with the idea of seeing great apple orchards growing all over our country, that finally, Johnny gave up his home and spent the last fifty years of his life traveling from farm to farm giving away seeds and showing the farmers how to plant trees. He asked nothing more than bed and board -- and occasionally a cast-off garment. What a queer creature this vagabond philosopher must have been -- for he wore gunny sacks with a hole slit through the center for his head, a pair of rough sandals -- sometimes a sandal on one foot, a boot on another -- and for a hat he often used his metal mushpot. At any rate, Johnny Appleseed's work was responsible for many of our large apple orchards -- for the seeds have been planted North, South, East and West.

The Western section of the United States is our greatest apple-producing area. One-third of the national crop is grown in eight Western States -- and this year the estimated production in these States is 41 bushels, which is about 4 million bushels larger than the 1941 crop. Washington ranks first of all the States in the Union, producing more than one-fifth of the entire United States' crop. Almost all commercial varieties of apples are found here in the Western States. The Delicious, the Jonathan and the Winesap are among the most popular types.

The Johnnathans begin ripening early in September. The Delicious, the Winesap, the Staymans, and Rome Beauty apples are picked late in October, but the entire apple crop is generally off the trees by the first of November on account of early frosts in this section. The softer types are used for eating and home canning, and are in season in late summer and early fall. The firmer types, which may be stored, may be found on the market from October

through June. The largest apple region in California is north of San Francisco around Sebastopol. The Gravenstein, which is in season from July through early September, is the favorite in this State.

The North Atlantic States rank second in apple production and New York leads, with Pennsylvania a close second. Maine, and the New England States make up the rest of this region. There is an abundant crop in this area this year -- about 3 million bushels more than last year and only 4 million bushels short of the Western crop.

The South Atlantic States, which include Delaware, Maryland, Virginia and West Virginia, North Carolina and Georgia, make up the third largest apple-producing area in the United States. The crop in this region is estimated at $23\frac{1}{2}$ million bushels, or about $2\frac{1}{2}$ million bushels above the 1941 production. If we combined both Eastern apple-producing areas--the North Atlantic and the South Atlantic States--their production would be the largest in our country, with an estimated crop of 61 million bushels for 1942. This is an increase of 13 percent over last year's crop and 20 million bushels more than the estimated crop of the Western area for 1942. The three ranking apple-producing States in the East, in order of production, are: New York, Virginia and Pennsylvania. Of the 15 States included in this area, these three States produce two-thirds of the entire Eastern crop.

Apples have been closely connected with the history of our country from the early Colonial period. Some of the oldest apple-orchards in America are in New York and Virginia. In 1741 we were sending apples to the West Indies, and in 1758 the first record of trans-Atlantic shipping of apples was of some Newtown Pippins to Benjamin Franklin while he was in London. Being a first-rate salesman--as well as an excellent diplomat--Franklin convinced the English of the superior eating qualities of American apples. A poor harvest of apples in England a few years later helped America to start a large exporting trade. In 1821 American exports were 68 thousand bushels of apples valued at \$40,000. In 1926, a record year, American ex-

ports were 21 million bushels. This export market for fresh apples has fallen off badly since the War and after Pearl Harbor it has practically vanished.

Some of the favorite types of apples in the Eastern area date back to the Colonial period. For instance, in New York we have the Duchess, and in Virginia and in New York, many varieties of Pippins. You will recall it was the Albemarle Pippin from Virginia which was presented to Queen Victoria. It is still a favorite in Virginia and Pennsylvania. The height of the season for the Albemarle is in the Spring but the marketing season of this apple extends from early February through June. The "William Red" is another favorite in Virginia and Maryland. In the New York area, the Twenty Ounce, Wolf River and Wealthy are also popular, but the McIntosh is probably the favorite in the North Atlantic region. In Maryland, Delaware, Pennsylvania and Virginia the Delicious and Pippins are among the favorites. The big season for apples in this region is from the middle of September to the first of November.

The Central States rank fourth in apple-producing areas of the United States with an estimated crop of about $22\frac{1}{2}$ million bushels for 1942. Michigan tops the list of States in this region--producing almost half of the crop. The Central area crop shows a slight decline from 1941. In Michigan and Illinois the "Wagener" is a favorite cooking variety; others are the Wealthy, the McIntosh, the Delicious and the Northern Spy.

Apple-growing dates back many, many years--more than 2000 years ago, in Cato's day, apple breeders were working to improve strains. The farmers need hardier, disease resistant and late blooming varieties so that the apples will not be killed by early frosts--and the consumer wants improved flavor and better cooking and eating apples. Although it is said that more than 7500 varieties have been developed in the United States, only about 200 would be recognized by name even by apple growers. And the list drops much lower than this when we consider the principal commercial types which homemakers will find on the market. Here's a little table

from which you may select the kinds, color, principal uses and marketing season for the favorites in your locality.

Yellow Transparent -- Yellow, cooking, July to August.
Gravenstein -- Striped, eating and cooking, July to September.
Wealthy -- Red, eating and cooking, September to December.
McIntosh -- Red, eating and cooking, September to January.
Grimes Golden -- Yellow, eating and cooking, September to January.
Jonathan -- Red, eating and cooking, September to February.
Delicious -- Red, eating, September to April.
Rhode Island Greening -- Green, cooking, October to March.
Golden Delicious -- Yellow, eating and cooking, October to April.
York Imperial -- Red, cooking, October to March.
Stayman Winesap -- Red, eating and cooking, November to April.
Baldwin -- Red, eating and cooking, November to April.
Rome Beauty -- Red, cooking, November to May.
Yellow Newtown -- Green or yellow, eating and cooking, January to June.
Winesap -- Red, eating and cooking, January to June.

As for the value of the apple as a food -- there is little doubt. An old Devonshire couplet in the original language tells us:

"Ait a happple afore gwain to bed
An' you'll make the doctor beg his bread."

Uncle Sam is turning his eagle eye on all foods -- he measures them in terms of good nutritious foods and how they fit into the war program. Food must be used with as much strategy as planes, tanks and cruisers. The Government asks home-makers cooperation in managing the nation's food supply. Apples serve two fronts-- home and abroad. For shipping, apples are now limited to dried and canned products, which require a minimum of space and handling. Fresh apples are no longer on foreign shipping lists. However, not all types of apples are suited for processing. Therefore, homemakers are being asked to use those varieties for their families which are not suitable for shipping abroad. There is a large supply which may be used for cooking, for eating fresh--and a special emphasis is being put on home canning of apples. The "soft" varieties -- or early fall apples -- which do not store well, are good for canning. The "seconds" or "orchard runs" may also be used--and these apples are usually sold at reasonable prices. The Government tells us we must not let any food go to waste. In our war food program, fresh apples will play their most important role here on the home front. Our civilian population must eat more fresh fruits and vegetables to release the dried and canned

cured products that can be sent to our soldiers and sailors and our allies. And there's no doubt that apples deserve a first place in foods on account of their keeping quality, their taste and their nutritional value. AMA has already started the purchasing of apples for School Lunch Program. Last year almost 10 million bushels of apples were purchased for AMA for school lunches, district distribution for needy families and overseas operations. This included more than 6 million bushels of fresh apples, 359 cases of canned apples and 17 million pounds of dried. What these figures will be this year -- no one knows. It is probable that the processed apples will exceed these figures and there may be a drop in the amount of fresh apples bought.

At any rate our abundant apple crop assures homemakers that here is a plentiful food -- a food that you need not be saving on. There are so many, many ways in which apples may be served -- "Eating an apple a day" is not a bad idea for good health. In fact, both children and adults may profit by it. Apples may be used fresh in many different kinds of salads. Making applesauce of the plentiful apples for winter will serve homemakers in good stead -- and applesauce requires very little sugar. You may even cut down on the amount your recipes call for. And then, think of all the other good apple dishes -- apple dumplings, apple turnovers, apple Betty and apple cobbler. And perhaps we might as well end with this quaint little verse:

"An apple grows so bright and high
And ends it's day in apple pie."

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U. S. Department of Agriculture

Radio Round-up

on food...

A Service —

For Radio Station Directors of Womens' Programs

Washington, D. C.

Sept. 18, 1942 — No. 16

USDA TAKES STOCK OF MEAT SHORTAGE

CURRENTLY SPEAKING —

The eyes of Washington were turned on the meat situation this week. Rationing draws closer — in spite of AMA figures that livestock production this year has broken all previous records. WFB made public Tuesday Sept. 15, a directive ruling giving OPA authority to issue an order limiting the amount of meat that packers can sell to the civilian trade, — thus controlling the general distribution of meat. Virtually all types of meat and meat products except poultry and game, lard and products not intended for human consumption were covered, but authority is subject to allocation of meat by the Chairman of the Foods Requirements Committee for domestic use, the armed services and other Government agencies, export and stockpiling. OPA order probably will be issued sometime next week — and will go into effect about October 1st or at any rate in early October. Briefly, best sources indicate that order will allow civilians to receive about 2 1/2 lbs. of meat per person per week, or about same amount they have eaten on average during the past 10 years, but slightly under the 1941 consumption. Comparing U.S. meat situation with that abroad consumers get 1 lb. in Britain, 12 oz. in Germany, and

We're enclosing copy of Secretary Wickard's broadcast "A Victory on the Food Front" given over Farm and Home Hour, September 11, in which he discussed September crop report. The news is indeed encouraging and a good morale builder. In commenting on speech emphasize how much Government relies on homemakers to manage the Nation's food supply — every food item must be wisely used. Secretary Wickard points out, "Farmers have won the battle of production for 1942. Even so, the demands upon American food and fiber are so great that we will not have enough to give everyone all the food he or she wants. It now behooves us to conserve this amount carefully in view of the great needs and demands upon us by our soldiers and our allies all over the world. These demands are tremendous — so tremendous that even the productivity of the American farmers cannot meet all of them. We must also keep in mind that our production difficulties in agriculture will increase. Labor is getting scarcer every day: So are farm machinery, insecticides, fertilizers and other materials needed for production. I am calling attention to our Victory for 1942 not only to celebrate what we have done but to urge that we prepare for the future."

US Department of Agriculture
Agricultural Marketing Administration

MEAT SHORTAGE (Cont'd)

5 oz. in Belgium. In addition, U.S. has plentiful supplies of poultry, cheese and dry beans to provide adequate protein diet for consumers. Our allies have been receiving large quantities of protein foods through AMA channels, chiefly dried eggs, cheese and dried beans. Before Lend-Lease shipments started in March 1941, protein foods had reached a low mark on allied markets--and supplies are still low compared to those available to U.S. consumers. For background information - here are USDA figures on livestock. Number of cattle on farms on Jan. 1 totaled over 74 million head - new high, sheep, 56 million head, new high; hogs, 60 million head--12 percent more than a year earlier, and 1942 spring and fall pig crops together are expected to total 105 million head--the largest on record. Our total meat supply for next 12 months is estimated at about 24 billion lbs. compared to an average production of 16,300 million lbs. Despite the unusually favorable production and supply record for this year, the keen demand for meat for armed forces, our allies, plus greatly expanded civilian call has caused a meat shortage. Needs of armed forces and allies have been estimated at 6 billion lbs. or about 25 percent of our total meat production - leaving 18 billion lbs. supply for civilians. Civilian consumption would probably run about 21 billion lbs, it is believed. Thus a 27 billion lb. supply would be needed to meet all demands - and supply is 3 billion lbs. short. Therefore, rationing seems necessary to assure fair distribution of available meat supply and to assure that supply will be divided evenly throughout the year, Secretary of Agriculture told homemakers. Rationing is expected to begin within four months' period. Meantime limitation program will aid situation during interim,

A NEW KIND OF THANKSGIVING

Christmas is only 13 weeks distant - if

we observe the earlier date set by the U.S. Post Office, warning that all cards and packages sent to men in overseas service must be in the mails by Oct. 1 and not later than Nov. 1 -- but Thanksgiving is 15 days away in Tylertown, Miss. If this makes strange reasoning--here's the answer. Lester Williams, 39-year-old editor of the Tylertown Times and the Columbian Progress (Columbian, Miss.) originated the idea that rural communities should organize "thanksgiving harvest observances" to celebrate the record production being turned out by American farmers to meet the 1942 Food-For-Freedom goals. Tylertown begins the observance Saturday, October 3, when Secretary of Agriculture Wickard will make the opening address there. (Address will be broadcast on National Farm and Home Hour.) Such observances "will contribute to morale and strengthen the faith of all Americans in America of today and tomorrow," Mr. Williams believes. The movement is expected to become nation-wide with each community working out its own program in which churches, civic organizations, local newspapers and radio stations would cooperate. The period of observance is to last through the harvest season.

Commenting on his idea, Mr. Williams said he had been "inspired" by the production farmers in his county are achieving and thought of this method as giving recognition to the "real importance of the war job on the farm." He continued, "Somehow the traditional Thanksgiving Day program of no work and more food than a man can eat doesn't seem right during a death struggle like this war. A wartime Thanksgiving observance ought to come closer to the actual harvest time in every farming community and it should help win the War."

AMA WILL SUPERVISE TURKEY GRADING SCHOOLS

The turkey season is not far away, we are reminded by a recent announcement that USDA will hold schools in turkey grading in 21 States between Oct. 8 and Nov. 3 under supervision of AMA experts. These schools have been held annually since 1932. And what does turkey grading mean to consumers? Just this: The producer is paid a price in keeping with the bird's actual value - and the dealer and the consumer may depend on what they buy. Graded turkeys reach the consumer with a tag showing the grade and the producer's or dealer's name fastened to the wing with a self-locking metal seal. Any tampering with the seal will break it. Four US grades have been established for turkeys and have been in effect since 1932. These are US Special or AA, US Prime or A, US Choice or B, and US Commercial or C grade. The grades are applied separately to four classifications of turkeys - young hens, young toms, old toms and old hens. In view of meat conservation program turkeys are playing an important part in war program - or as Tom Stitts, Chief of the Dairy and Poultry Branch of AMA puts it - "War has placed a heavy burden upon our potential stocks of red meat, such as beef, pork, veal and lamb. About one-fourth of Nation's total beef and pork will be needed in 1943 for our soldiers and sailors and for purchases by AMA for shipment to our allies. This means less red meat for civilians. To make up for this lack we shall have to consume more poultry, more fish and more protein substitutes for meat."

Stitts also commented that turkey grading schools are doing an important job this year by training new graders to replace men in military service and to take care of increased volume of grading because of heavier supplies of turkeys and other poultry going to market.

One large chain store organization requested training to be given in grading other poultry as it expects to handle only Federally graded poultry this year.

Student graders who attend schools must pass an examination before licenses are given them. Licensed graders work under supervision of Federal-State authorities in each state and graders cannot have financial interest in the products graded. More than a thousand students are expected to attend schools this year. Last year more than 50 million pounds of turkeys were graded in schools conducted for 1941-42 marketing season.

AMA GRADERS TO AID MEAT SITUATION

Last week we told you of OPA's nationwide drive against upgrading of meat to aid consumers in getting grades of meat they pay for. This week OPA followed this drive by directing that all beef and veal carcasses and cuts sold as "Choice" quality must be so graded and marked by USDA official graders, beginning Sept. 18. Grading of meats is done under supervision of USDA's Agricultural Marketing Administration, which also grades canned fruits and vegetables. Under original regulations OPA adopted official USDA Grading Standards for beef and veal, which are: Choice, AA; Good, A; Commercial, B; and Utility, C. But packers were allowed to do their own grading. Normally Choice meats constitute about 5 percent of total output and are used primarily by hotel and restaurant trade. But in recent months of short beef supply, a much higher percentage of cuts have been marked choice, which command highest prices. OPA says increased volume of top grades represents upgrading because buyers are anxious to secure meat regardless of price. With AMA doing a nationwide job of grading all choice cuts of beef and veal it is expected flagrant abuses will be stopped. Many packers who formerly had AMA to do grading of meats have been doing their own grading recently. New ruling will be a boon to consumers and packing industry alike, especially to packers who preferred official AMA grading but were forced to meet competition of unfair practices by other packers.

DO YOUR SCHOOLS HAVE A MILK PROGRAM?

The boys and girls have returned to school - but not the happy school days of a year ago. The War has brought extra strains in their lives - emotionally and physically. Mothers and fathers by the thousands are employed in war industries. Many of the heads of families have been called into service. This means that community programs for keeping America's children healthy are going to be even more important during these War days. And here's a suggestion of how broadcasters can do a vital job for their communities. The value of milk as a food is no selling job, but seeing that America's children get their milk in another story. In other words, have you a "Penny Milk" program in your community? It's one of the best ways to insure America's children of sound, healthy bodies to meet war emergencies.

Here's how the plan operates:

1. The School Milk Program must be underwritten by a local sponsor - school, school authority, Parent-Teacher Assn., or other responsible group who will make all negotiations with dairies and provide the limited facilities needed for serving the milk.

2. The sponsor will sign an agreement with the Agricultural Marketing Administration in which the sponsor agrees to purchase and distribute the milk to the children. AMA agrees to reimburse the sponsor in an amount equal to the farmer's price for unprocessed milk.

3. The sponsor assumes responsibility for all handling costs. To meet them, wholly or partly, the sponsor may charge each child not more than a penny a glass.

Hence the name "Penny milk." The USDA Extension Service is now cooperating in working out a Penny Milk Program for communities under 10,000 populations. If your locality is within these figures, get in touch with your County Agent or Home Demonstration Agent to see what you can do to push program. If it's larger -- here's your opportunity to go out on your own. Talk to the school superintendent - see what groups are available for sponsoring Penny Milk Programs. It's a real promotion job. And it's definitely a war job for two reasons - first, for the welfare of America's children who must face these war

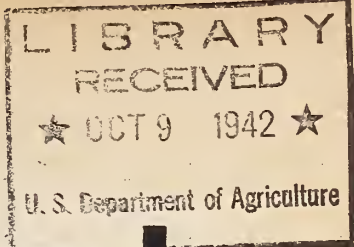
days. Secondly, because we must help farmers to keep dairy production up. It's vital to Food-For-Freedom Program. No one can determine what future food demands will be - milk products are in front line - we must have plenty of milk. As for background material - school and health officials in your community, farmers, the kids themselves - all can provide ammunition. If you have last January's Consumers' Guide, see page 8 - "Who's got the time to work for penny milk?" And AMA has a new leaflet "More Milk for More Children." It tells you the real importance of Penny Milk Program. Your listeners may have free copies by writing USDA, Washington, D.C. or send their requests direct to us. Your copy enclosed.

FROM AMA'S NEWS DESK --

Here are tips which come to us -- Are you telling homemakers how important it is to help on scrap salvage drive? Shortage is critical and WPB says U.S. kitchens are important source. 5000 tons of tin and 495,000 tons of steel are expected to be recovered by middle of 1943. This explains one of reasons why AMA says "Can fruits - can vegetables, homemakers." Use local supplies of fresh fruits and vegetables available on your local markets when prices are reasonable. Cabbage for sauerkraut is plentiful on Eastern markets, tomatoes are prime in many localities and so are summer apples. And did you hear commercial apple butter coiling has been lifted 10 percent? Home canning will help the family budget and assure you of a full pantry during coming winter.

Fats salvage drive is being pushed also - with quota set to recover one-half billion lbs. of fats. Quotas for city dwellers are 4.5 lbs. per capita and 2.8 lbs. for farm dwellers. Average collection per man in armed forces is 2 lbs. per month. Homemakers in their kitchens should conserve fats by saving drippings - use in own cooking to avoid buying fresh supply - and turn extra fats into collection centers. Glycerine from fats is needed for explosives and other war purposes. Also civilians will need to eat more fats in view of lower heating temperatures due to fuel shortage.

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Radio Roundup

on food...

A Service
For Radio Station Directors of Womens' Programs

Washington, D. C.
Sept. 25, 1942 - No. 17

BACK TO WOODEN KEGS FOR SAUERKRAUT

CURRENTLY SPEAKING --

Now is the time to push eating fresh cabbage nationally--and push hard! Cabbage is featured as a Victory Food Special Sept. 28 thru Oct. 10 (See Round-Up Sept. 11) in 27 Eastern and North Central States and the District of Columbia. Also, cabbage's city cousin, SAUERKRAUT, is in the limelight--and this story takes us back to horse and buggy days. Back in grandmother's time folks didn't get their sauerkraut out of tin cans--but out of wooden kegs--and Uncle Sam tells homemakers to be prepared--wooden barrels are back again! Just this week AMA made an agreement with sauerkraut packers in 13 states to pay them \$1 for each 45-gallon lot of sauerkraut sold in regular commercial channels, provided the packer pays the producer at least \$7.50 per ton for the Domestic type cabbage delivered at the plant. This payment is expected to enable packers to make the transition from tin cans to putting up more in bulk. This move, together with the U.S. drive on fresh cabbage is expected to relieve producers in these areas of a heavy 165,000 ton commercial crop. AMA also agreed to purchase any supplies of kraut still in packers' hands after March 1, 1943, at 14 cents per gallon for bulk kraut, U.S. grade C or better. AMA purchased kraut will be used for Government needs--but this purchase program means saving the cabbage market for producers--and also

Two big developments on foods are expected shortly--we'll give you news in an early issue. Government is working on a program to use soybean products as war foods. Soya products, of course, offer an excellent source of proteins.

Recent shortage of milk in some areas is due to increased consumption, plus labor and transportation problems. National consumption is highest in years--in some cities it has climbed 48% over last year's consumption. National milk production, however, still above year ago. Where shortages are occurring, emergency milk supplies being shipped in from other areas.

Here's a last call--Have your homemakers done their home canning? Summer fruits and vegetables are still on most local markets. Families will be assured of a full pantry if the canning is done NOW. Note how prices on canned foods are climbing--See "From AMA's News Desk." Copies of BHE's "Home Canning of Fruits and Vegetables" are still available to listeners. Write USDA, Washington, D.C., or tell listeners to go to town library and look up a copy there--or write the State College of Agriculture and ask for canning directions for late summer and fall fruits and vegetables.

saving this important food from going to waste--So homemakers be prepared for "barrel kraut."

US Department of Agriculture
Agricultural Marketing Administration

STIR THE SCHOOL LUNCH PROGRAM

Now that schools all over the country are in session again, it's time to check and see if your community has a School Lunch Program. With the Nation geared for war-time action--and many children left largely on their own, since Dad's in the Service and Mother has a War Defense job--it's time to ask "What about America's children?" Are they getting a good noon-day meal to build strong, healthy bodies and to ward off childhood diseases and malnutrition? Malnutrition doesn't always mean not getting enough food--sometimes it's because we don't eat the right foods. Or as the old saying goes "It happens in the best of families." Did you ever visit a school where they serve community lunches, and see what it really means to the kids? Briefly, here's what. Kids who have never had a full lunch pail before, get a tummy full of good nourishing food; children who wouldn't drink milk, or wouldn't eat this or that at home, find they like these things because Bill or Mary, whom they adore, eat them. School lunches develop a real feeling of friendship, comradeship--The "spirit to share"--among children. Ask the teacher or the local head of PTA or the Superintendent of Schools, "What about a community School Lunch Program?" Round-Up is preparing a special supplement on School Lunches for an early issue--but start the ball rolling for it's on the way--and here's a fitting little verse written by a fourth grader in an Indiana School:

"I like school lunches,
Because we eat in bunches.
My favorite is something
Cooked in a pot.
And if it's soup
It's always hot.

I like peach cobbler
As well as a gobbler
And when I take my seat
I just can't wait to eat.
I always have a hunch
I'm going to like my lunch."

WHAT AMA GRADING MEATS MEANS TO CONSUMERS

With rising price markets, it is sometimes difficult to explain to consumer that Uncle Sam has her interests at heart and that a big job has been done in controlling food situation. Undoubtedly many products would have doubled and tripled in price had Uncle Sam not stood firm on price control. But this is not the only way the Government is working to protect consumers. Recent Round-Ups have emphasized how vital meat is to fighting men and that in spite of a record livestock production in 1942 consumers must give up some cuts of meat so armed forces can be supplied. Because meat is scarce and consumers want meat regardless of price, some packers are alleged to have taken advantage of a rising market by upgrading. Cases were reported of Good and Commercial grades of meat marked "AA" which was supposed to correspond with USDA's "US Choice" grade--that's the real reason why Uncle Sam stepped in last week requiring that all veal and beef of this quality must be federally graded and must bear the "U.S.Choice" stamp. Thus, the consumer is guaranteed that she is getting value she pays for, and should demand "Choice" if she pays "Choice" prices. The letters "AA" which were formerly used on "Choice" grades will no longer be used.

This new ruling went into effect last week, September 18, and AMA's meat section was given an almost overnight notice to do this stupendous job. Well, let's see what happens. Grading of meats by AMA specialists to assure homemakers they get full value for their money has been in effect for a number of years. These grading specialists are trained for their work just as professional people are for their jobs--and it's not overnight training.

Hundreds of men received this training and were working as federal meat grading specialists--then on July 13, 1942 OPA gave packers the right to grade their own meats and many packers dispensed with AMA graders. This was caused partly by the fact that packers who used federal graders could not meet the competition of packers who did their own grading--with "upgrading" resulting generally. (Cont. P.3.)

"WHAT AMA GRADING MEATS MEANS TO CONSUMERS." (Cont.)

AMA's grading service has been available to packers throughout the country for a number of years--on a voluntary basis. This new order making grading of "Choice" meats compulsory throughout the nation, meant rushing graders to all the large cities. But qualified men are hard to get--many graders have been called into Service, or are working on defense jobs.

Fortunately, however, AMA graders were stationed in key cities throughout the nation when the order for federal grading of all choice beef and veal was announced. Now the question is--will choice meats be graded for Mrs. Homemaker? AMA's meat division says, "You bet they will. AMA is out to do the job--and the situation is in hand in spite of the difficulties, lack of personnel, and longer hours and overwork experienced AMA graders are facing." But Mrs. Homemaker should remember "Choice" meats will be less plentiful than other grades during those war days. (NOTE: To further clarify meat grading situation, under OPA order July 13, packers may still do their own grading of Good, Commercial and Utility cuts of beef and veal, using the letters A for Good; B for Commercial; and C for Utility grades--or packers may have this meat federally graded. Consumers can tell difference for federally graded meats will be stamped US Good, US Commercial, and US Utility--no letters to be used.

* * * * *

And enclosed is a copy of "The Wartime Meat Program" -- giving all the late news on Meat situation.

FROM AMA'S NEWS DESK --

From the grapevine and right off the press, news on food in Washington is:

APPLES: Army's order for 45 million lbs. of apple butter--90% of which must be made from fresh apples--was given to manufacturers just prior to OPA order of 10% raise on ceiling prices for apple butter allowed packers, so deadline on Army purchase could be met. A slight in-

crease in storage charges for apples and pears has also been granted. Combined Food Board Committee recently limited Canadian apple exports from British Columbia to 800,000 boxes (about 44 lbs. each) over an 8-month period, Sept. 1942 to April 1943. Shipment of apples between US and Canada varies widely. In 1940-41 Canada sent US 568,000 bushels (50 lbs. each) and US exported to Canada 53,000 bu. In 1941-42 we sent Canada 375,000 bu. and Canada exported to US 11,000 bu.

FRUITS: Dried prunes and raisins will be first fruits to be placed under price curb at the growers' level. OPA issued order Sept. 16 and ceilings in line with USDA support prices for these fruits will be announced within two weeks. Increased ceilings at packers' levels for dried apricots, peaches, pears, prunes, figs and raisins were announced this week. With exception of figs, almost entire output of these fruits will be required for armed forces and United Nations' needs. Civilian demand for figs is expected to be heavy. A new order for higher ceilings on 1942 pack of fruit, preserves, jams, and jellies becomes effective Sept. 26, 1942. For apple, boiled cider, crab apples, grape and quince flavors order is effective Oct. 1. Already formulas for higher ceilings for canned vegetables, canned fruits and berries and frozen fruits, berries and vegetables has been announced. Likewise, canners of fruit cocktail and fruit for salad have been allowed increased ceilings to take care of extra costs to them of canned fruits and berries.

FATS AND OILS: WPB has placed limitations on fats and oils in order to build up reserve supply for war purposes. Butter, cocoa butter, mineral oil and some others are excluded. Fats and oils used in manufacture of edible foods, such as shortening, mayonnaise, salad dressing and the like are limited to 90% of 1941 amounts used. Margarine, soap and vegetable oil foods received high quota ratings. A new order freezes an additional 25% of stocks of coconut, babassu and palm kernel oils on stocks of 240,000 lbs. or over. The Board of Economic Warfare and USDA's Commodity Credit Corporation are setting up an Emergency Group for foreign Vegetable Oils, Fats and Oil-Bearing Materials--to

FROM AMA's NEWS DESK (Cont.)

include all private importers in the foreign vegetable oil trade--which will aid Government in importing and handling these commodities vitally needed in the war effort. Government will reciprocate by helping importers to continue operations.

MEAT: OPA has refused requests of 26 packer-sellers for higher ceiling prices on beef and veal for sale to Armed forces and allies. Packers claim Government buying program on these meats will be impeded without higher ceilings but OPA says sellers not supplying Government demands would be placed at a disadvantage competitively. Also refused was request of one packer for higher ceilings on certain by-products from sheep and lambs used for medical purposes. Unusual demand for these products by Army caused request for higher prices.

OLIVES: WPB says ripe olives may be packed in tin cans after recommendation by Foods Requirement Committee.

SUGAR: No sugar allotments for condensed milk says OPA unless milk processed in this form cannot be preserved into other essential food products such as butter, cheese, milk powder--all of which are vitally needed by Armed forces and Allies. Also from OPA comes news of rezoning to assure more equitable distribution of sugar throughout US and to ease transportation burdens.

TEA: Last week WPB froze stocks of green tea--preferred by a few connoisseurs as making a smoother brew--but black tea, which makes up 80% of normal U.S. tea consumption is not affected. Green tea formerly came from China and Japan--black tea from India and Ceylon.

And just off the press is OPA's new booklet: "Rationing--Why and How!" If you haven't a copy, you will want one. Write your nearest OPA office. Free copies are available for listeners also.

NUTS AND PLENTY OF THEM!

There's no doubt the harvest season is here--early frosts have touched New England, trees are shedding their leaves and farmers are gathering the nuts--which brings us to another Victory Food Special. on domestic tree nuts. It's a month off--

November 9 to 21, to be exact. Near record supply of unshelled nuts this year is estimated at about 300 million pounds, which includes almonds, filberts, walnuts and pecans. These nuts offer consumers one of nature's most concentrated foods, containing both proteins and fats, as well as being good sources of some minerals and vitamins. Homemakers will be asked to include nuts as a basic part of their menus rather than as a supplement during this Victory Food Special. Our entire commercial crop of pecans comes from a dozen States in the South Atlantic and Central United States. The almonds, filbert and walnut crops come from the West Coast--almonds from California, filberts from Oregon and Washington and walnuts from Washington, Oregon and California. More on nuts later.

"WHEN YOU EAT OUT"

Part of the war worker's job is keeping healthy. Never before has Uncle Sam been so concerned about our national health. A nation physically fit means a nation geared for Victory. Right in line with this war effort is a new Food for Freedom leaflet, issued by the Bureau of Home Economics, titled "When You Eat Out," It's especially designed for the worker who must eat at least one meal away from home. In fact, it's guide to good eating habits whether you work in a factory, outdoors, or at a desk. Choosing the "Daily Eight" foods and the right kind of a place when you eat out are important for every worker these days. If you're not familiar with the "Daily Eight," they include eight kinds of food that belong in every day's diet. This new leaflet gives a catchy little quizz to check whether you are getting them daily--and also suggestions for how they may be supplemented in meals at home if you don't get them in sufficient quantities when you eat out. Your copy of "When You Eat Out" is enclosed. A plentiful supply is available for your listeners. Tell them to write USDA, Washington, D. C.